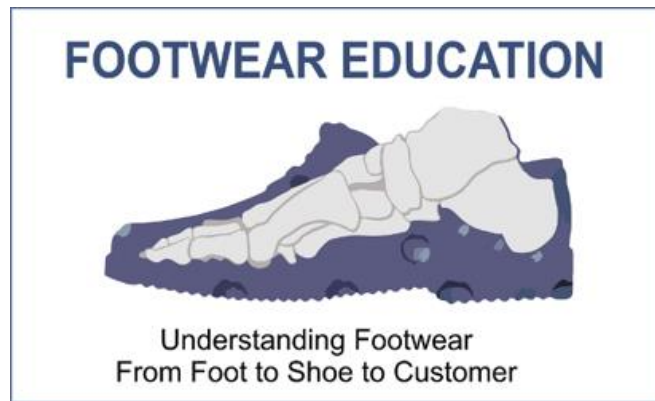




FOOTWEAR EDUCATION

Understanding Feet. Understanding Footwear. Understanding Fit.

Independent & Specialist Footwear Education, Consulting & Product Development

Footwear Education provides independent and specialist footwear education, consulting, assessment and product development services across the complete footwear ecosystem.

Drawing upon more than 45 years of practical experience spanning manufacturing, importing, distribution, wholesale, retail, restoration, product development, fitting and education, Footwear Education offers a breadth of expertise rarely found within a single footwear career.

Our focus is simple:

To improve understanding, decision-making and outcomes throughout the footwear journey.

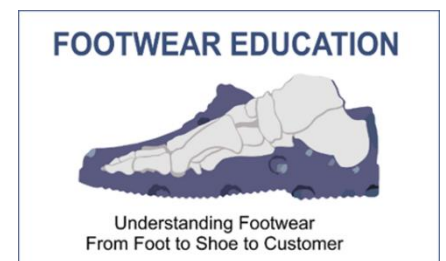
From foot anatomy to finished footwear, from product conception to consumer satisfaction, Footwear Education delivers independent, objective and practical guidance.

CONTENTS

Footwear Education & Development Overview

Footwear Education – Overview	1
What Footwear Education Offers	3
1. Education & Training	3
2. Consulting & Technical Services	5
3. Product Development, Assessment & Validation.....	8
Who We Work With.....	10
Pricing Guidelines	10
Why Footwear Education?	11
The Footwear Education Philosophy.....	12
Podocalceist™	13
Brand Positioning	13

Independent. Specialist. Practical. Comprehensive.



WHAT FOOTWEAR EDUCATION OFFERS

Footwear Education operates within three primary disciplines:

1. Education & Training

Developing People

Providing structured footwear education for individuals, organisations and professionals seeking a deeper understanding of feet, footwear and fitting.

Subject Areas

Foot Fundamentals

- Foot anatomy
- Foot morphology
- Foot biomechanics
- Gait and movement
- Foot shape classification
- Common foot conditions

Footwear Fundamentals

- Footwear history
- Lasts and sizing systems
- Width fitting systems
- Footwear categories
- Construction methods
- Materials and components



Footwear Fitting

- Foot measurement techniques
- Foot-to-last relationships
- Last-to-shoe relationships
- Fit assessment
- Volume management
- Specialist fitting methods

Advanced Topics

- Safety footwear
- Athletic footwear
- Golf footwear
- Outdoor footwear
- Medical and comfort footwear
- Product evaluation and comparison

Delivery Options

- In-person training
- Online training
- Hybrid programmes
- One-on-one mentoring
- Group workshops
- Corporate training programmes



Typical Clients

- Retail sales staff
 - Buyers and merchandisers
 - Store managers
 - Brand representatives
 - Healthcare professionals
 - Sportsmen
 - Manufacturers
 - Importers and distributors
 - Consumers
-

2. Consulting & Technical Services

Developing Better Decisions

Providing independent expertise to assist businesses and individuals in making informed footwear-related decisions.

Services

Independent Footwear Consulting

- Product evaluation
- Product selection
- Range planning
- Brand positioning
- Market suitability assessment



Technical Consulting

- Last assessment
- Fit analysis
- Construction review
- Material selection
- Specification review

Retail & Distribution Consulting

- Product mix evaluation
- Customer service enhancement
- Staff development programmes
- Consumer fit programmes
- Retail footwear education systems

Commercial Footwear Consulting

- Product sourcing
- Import strategy
- Distribution strategy
- Wholesale operations
- Retail operations
- Product lifecycle management



Restoration & Modification Consulting

- Footwear restoration assessment
- Repair methodologies
- Recrafting
- Footwear modification
- Life-extension strategies

Specialist Footwear Consulting

- Golf footwear
 - Outdoor footwear
 - Safety footwear
 - Lifestyle footwear
 - Health & Medical Footwear
 - Formal footwear
-



3. Product Development, Assessment & Validation

Developing Better Footwear

Supporting manufacturers, brands, retailers and technology providers in developing and assessing footwear products.

Product Development

- Product concept evaluation
- Last, Upper, Insole, Sole, Heel & Mould development
- Fit development
- Component selection
- Product refinement

Product Assessment

- Fit assessment
- Construction assessment
- Material assessment
- Comfort assessment
- Performance assessment

Validation Services

- Foot-to-last analysis
- Last-to-shoe analysis
- Product benchmarking
- Fit benchmarking
- Consumer suitability assessment



Emerging Technologies

- Foot scanning systems
 - Digital fitting systems
 - Data interpretation
 - Measurement validation
 - Technical accuracy reviews
-

WHO WE WORK WITH

Footwear Education supports:

- Manufacturers
 - Importers
 - Distributors
 - Retailers
 - Healthcare professionals
 - Sports organisations
 - Educational institutions
 - Technology providers
 - Software Developers (AI)
 - Consumers
-



PRICING GUIDELINES

The following pricing serves as a general guide and may vary according to programme scope, location, preparation requirements and project complexity.

Education & Training

Programme Typical Fee

Specific Module (1–2 Hours): R700–R1100 per person (see price list min-max pax)

Half-Day Programme: R900–R1,200 per person (see price list min-max pax)

Full-Day Programme: R1000–R1,450 per person (see price list min-max pax)

Assessment & Certification: R350 per person (see price list min-max pax)

Discussion & Debate Sessions: R9,500 per hour (see price list min-max pax)

Consulting Services

Fees generally structured as:

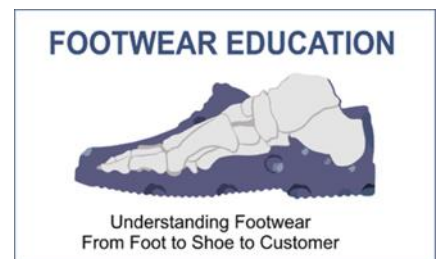
- Hourly rates
- Daily rates
- Project rates
- Monthly retainers

Product Development & Validation

Fees generally structured according to:

- Project complexity
- Development scope
- Reporting requirements
- Validation methodology

Formal quotations provided upon request.



WHY FOOTWEAR EDUCATION?

Independent

Independent of footwear brands, retailers, manufacturers and healthcare groups, providing objective and impartial guidance based upon experience, evidence and practical outcomes.

Specialist

Providing specialist knowledge and practical expertise developed through more than 45 years of involvement across multiple sectors of the footwear industry.

Practical

Built upon real-world experience rather than theory alone.

Comprehensive

Covering every stage of the footwear journey, from concept to consumer and beyond.

Objective

Providing impartial and evidence-based guidance focused on achieving the best possible outcomes.

THE FOOTWEAR EDUCATION PHILOSOPHY

Cow → Foot → Shoe → Customer™

Understanding the complete footwear ecosystem.

Every stage influences the next.

Better understanding creates better footwear, better fitting and better outcomes.



PODOCALCEIST™

A Podocalceist™ is a specialist in the complete footwear ecosystem, from concept to consumer and beyond.

Combining knowledge of feet, fitting, footwear construction, materials, restoration, modification, product development, retailing, distribution, education and consumer outcomes into a single discipline.

BRAND POSITIONING

Independent. Specialist. Practical. Comprehensive.

For further information regarding training, consulting, assessment or product development services, please contact Footwear Education.