

FOOTWEAR EDUCATION



Understanding Footwear
From Foot to Shoe to Customer

Footwear Education Training - Subjects & Pricing (2026-03)

Men's / Women's / Children's Footwear Categories : Formal, Leisure, Outdoor, Golf, Running, Hiking, Climbing, Hunting, PPE & Cycling.

Option	Duration	Program Type	Cost per Candidate (ZAR)	Candidates / Attendees	Content
Comprehensive 1	8 hrs	Live or Hybrid (adjusted pricing option to split over two days)	R1050.00	20–30 pax	A comprehensive presentation of all chapters below - specific to the client's requirements
Comprehensive 2	8 hrs	Live or Hybrid (adjusted pricing option to split over two days)	R1 450.00	12–19 pax	A comprehensive presentation of all chapters below - specific to the client's requirements
Intermediate 1	4 hrs	Direct (Live) / Remote (Online) / Hybrid	R900.00	20–30 pax	A concise presentation of all chapters below - specific to the client's requirements
Intermediate 2	4 hrs	Direct (Live) / Remote (Online) / Hybrid	R1 200.00	12–19 pax	A concise presentation of all chapters below - specific to the client's requirements
Specific 1	2 hrs	Direct (Live) / Remote (Online) / Hybrid	R800.00	20–30 pax	Two selected chapters of the Comprehensive option
Specific 2	2 hrs	Direct (Live) / Remote (Online) / Hybrid	R1000.00	12–19 pax	One selected chapter of the Comprehensive option
Specific 3	1 hr	Direct (Live) / Remote (Online) / Hybrid	R700.00	20–30 pax	Two selected chapters of the Intermediate option
Specific 4	1 hr	Direct (Live) / Remote (Online) / Hybrid	R900.00	12–19 pax	One selected chapter of the Intermediate option
Discussion & Debate	1–2 hrs	Hybrid	R9500.00 (per hour)	12–50 pax	Open fireside chat pertaining to specific aspects of the footwear business
Assessment	N/A	Post training evaluation & certification	R350.00	Per pax	100-point in-depth multiple-choice questionnaire (includes certification)

Venue hire & victuals: Per quote on request for on-site learning.

Travel & accommodation: Per quote on request for on-site learning.

All training options require attendees to participate in practical demonstrations and interactive communication within the relevant chapters.

Chapters Covered	
1. History of Footwear, Anatomy, Biomechanics and Common Conditions of the Foot	8. Hosiery – Features & Benefits
2. Insoles & Custom Orthotics	9. Claims & Returns
3. Anatomy and Construction of the Shoe	10. Selling Up
4. Accurate Measurement of the Foot	11. How to Add Value to a Shoe
5. Footwear Selling and Fitting Procedures	12. Artificial Intelligence – Where to From Here
6. Correct Footwear Selection Procedure (minimum score requirements)	13. From Source to Retail
7. Footwear Categories – Features & Benefits	14. Quality Assurance (QA) & Quality Control (QC)
Content Overview (selected highlights)	
• Brief history of category-specific footwear from pre-industrial to modern production • Origins of bipedalism; foot and ankle anatomy; foot types and mechanics • Forces during gait: pronation, supination, cadence, torque; gait analysis • Common foot conditions and injuries • Insoles vs orthotics: function, materials, construction, shock absorption • Footwear components, lasts, construction, uppers, linings, membranes, outsole/midsole technology	• Sizing systems and conversions; length, width, flex-point placement • Brannock device training and custom fitting techniques • Sales process, fitting interaction, lacing systems, selection and shoe care • Evaluation scoring: fashion, function, fit, stability, price, technology • Imports, logistics, landed costing, pricing and brand development • AI and innovation impacts on the footwear industry
• Quality Control: Accurate and detailed footwear information = quality footwear; quality footwear = quality sales; quality sales = customer satisfaction. • What customers want: right style and right fit; quality and price; value for money. • Control of quality: set the standards; measure against those standards; take action if not up to standard. • What is quality: fashion (aesthetics); function; fit; stability; price. • Areas of QA: incoming components, materials or finished goods; outgoing finished footwear; brief inspection; comprehensive inspection. • Tips when inspecting: how to handle footwear. • Inspection procedures: men’s and women’s formals, ath-leisure, sandals, technical footwear and boots; random, systematic, variable, all and statistical testing.	