



Mobile Commerce: Competitive Analysis & Best Practices

Project Sponsor

Foot Locker

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Executive Summary

The goal of this project was to help Foot Locker enhance the overall shopping experience through a mobile device. We compared Foot Locker's mobile site versus other retailers in the mobile space, compared Foot Locker's social media, email and text marketing tactics; downloaded retailer and brand Apps to note and compare their characteristics; surveyed visitors to the Foot Locker's mobile site; and asked our classmates and friends how their mobile devices fit in their shopping processes. Our research identified several leading practices and actionable ideas that Foot Locker can implement to further improve their customers' mobile experience.

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