

New Balance



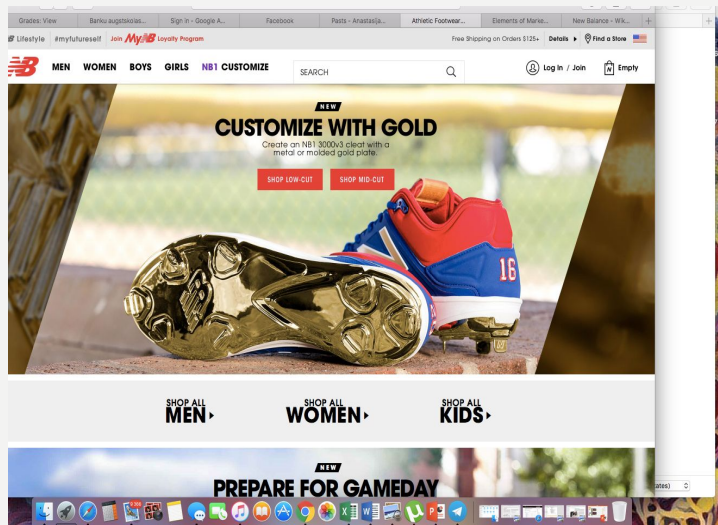
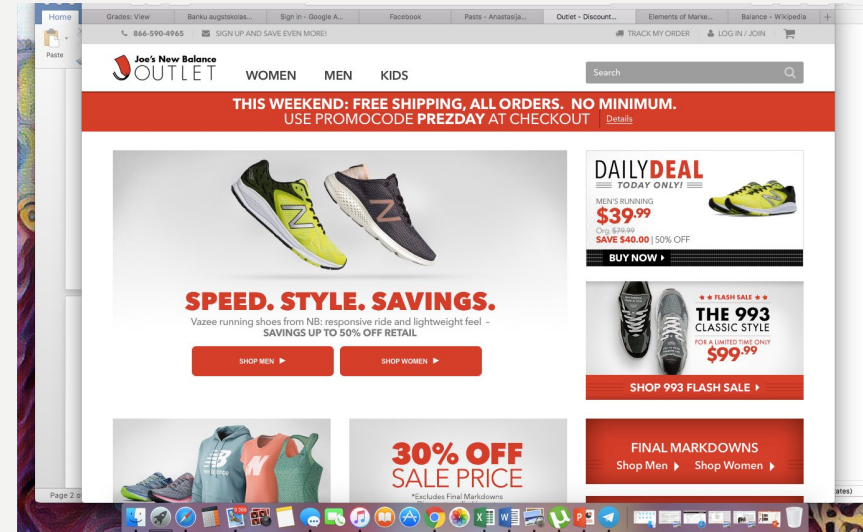
new balance

Formerly called	New Balance Arch Support Company
Type	Private
Industry	Footwear
Founded	1906; 111 years ago
Founder	William J. Riley
Headquarters	Boston , USA
Website	newbalance.com
Products	Athletic shoes , shoes , apparel , Cricket bats , sportswear , sports equipment
Revenue	US\$3.7 billion
Number of employees	5,000 worldwide

Product Elements



Place and Time



Price



New Balance 711v2 Heathered
\$64.99 - \$79.99



Fresh Foam 1080
\$129.99 (~~reg. \$149.99~~)



New Balance 940v2
\$99.99 (~~reg. \$119.99~~)



New Balance 811 Print Trainer
\$59.99 (~~reg. \$74.99~~)



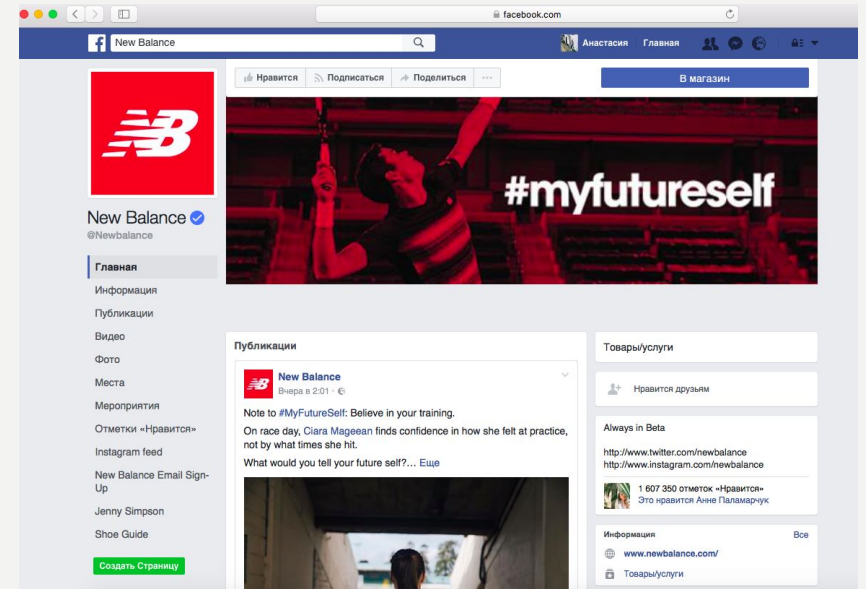
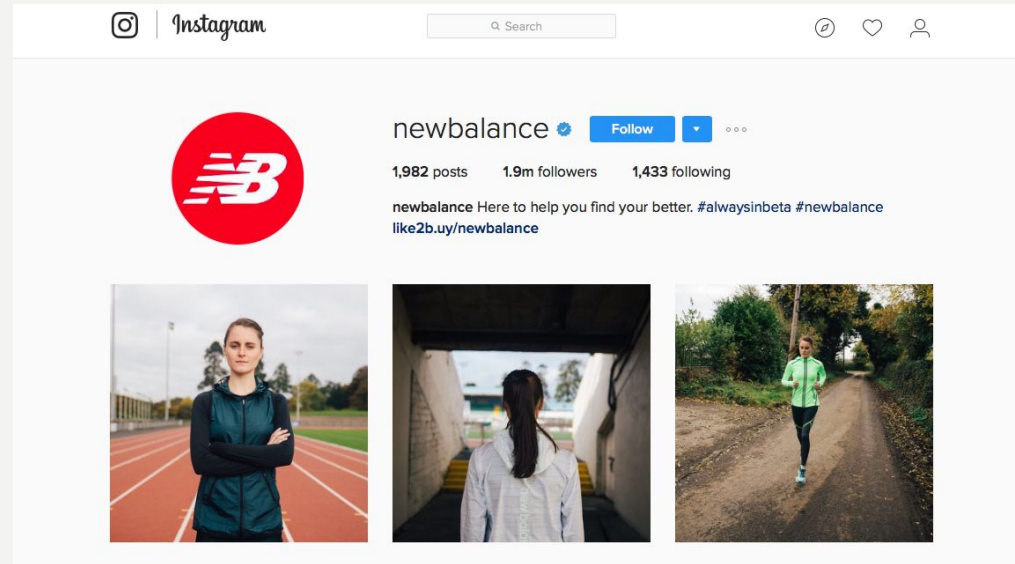
Vazee Pace v2
\$99.99 - \$109.99



New Balance 711v2 Graphic
\$64.99 - \$79.99



Promotion



Process



Physical Environment



uncleaned shoes

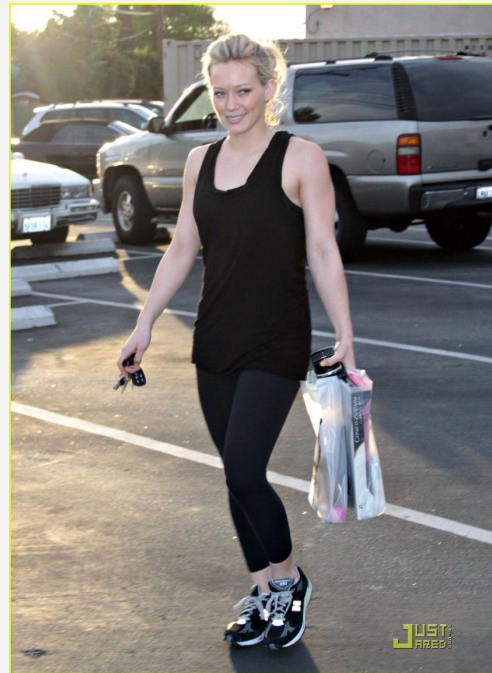


already clean shoes





People



Benefits



**Thank you for
the attention!**