



**Company Name: Veloz**

**Company location:**

Central America-based company, which also manufactures there

**Size and number of employees:**

Medium  
(400 employees)

**Years in business:**

15

**Ownership:**

Private company

**Brand reputation:**

Veloz shoes have been touted as a more ethical choice than those of other, larger players in the market. They are popular with budget-conscious shoppers.

**Past performance and returns:**

Average investor returns in the last five years have fluctuated a lot, up or down by 3% each year. The return last year was 5%.

**Innovation:**

Veloz has no plans to greatly expand production, given consistent global sales in the last five years. It makes minor modifications to the shoe design each year.

**Working conditions:**

Employees earn a living wage in the country of manufacture, although the country's labour code allows for long working hours with few breaks.

**Environmental sustainability:**

Veloz is one of the few companies to openly disclose their environmental footprint and have it certified by an external company. It has plans to reduce total manufacturing emissions by 30% in 10 years.



**Company Name: North Stride**

**Company location:**

Established European brand that manufactures in Asia

**Size and number of employees:**

Large  
(10,000 employees)

**Years in business:**

25

**Ownership:**

Private company

**Brand reputation:**

Well-known worldwide, this massive firm has been making mid-price to high-end sneakers with their iconic logo for years. North Stride seems to never go out of style.

**Past performance and returns:**

Has had quite consistent average investor returns in the last ten years, with little fluctuation. The return last year was 4%.

**Innovation:**

The company's factories are focused on increasing production while reducing the size of their workforces. Northern Stride has added manufacturing automation to remain competitive. Its research and development has shifted the company to producing a few new designs to test in the market.

**Working conditions:**

The company was investigated for poor pay and working conditions a decade ago. Since then, it has improved and has had little negative press. It has signed on to an anti-slavery accord.

**Environmental sustainability:**

North Stride has started using recycled plastic in its shoes and has fully recyclable packaging. It has plans to halve its energy and water use in manufacturing in the next 10 years.



**Company Name: Bravado**

**Company location:**

Emerging-market economy in Asia that manufactures there as well

**Size and number of employees:**

Medium  
(700 employees)

**Years in business:**

5

**Ownership:**

State-owned company

**Brand reputation:**

Bravado shoes have flooded the Canadian market due to effective online marketing. The brand was relatively unknown before, but it is growing in popularity due to its colourful options and competitive pricing.

**Past performance and returns:**

Average investor returns in the last five years have risen and fallen dramatically: The return last year was 8%.

**Innovation:**

The company has invested in an expansion of their manufacturing, with plans to increase production by 20% and sell to a dozen new markets in the next three years. Its marketing efforts have led the company to follow trends, and it puts out multiple new designs each year.

**Working conditions:**

Bravado uses contracted manufacturers and has been unable to guarantee fair working conditions. Investigative journalists published a documentary with allegations of forced labour conditions, but these have not been independently verified.

**Environmental sustainability:**

Bravado advertises that all of its shoes are made with a mix of recycled plastic. They are mailed with biodegradable packaging. The company touts an environmental footprint lower than other major shoe brands, and it has plans to reduce plastic and waste by 40% in 15 years.



**Company Name: Grizzle**

**Company location:**

Canadian company with material manufactured overseas and final assembly in Canada

**Size and number of employees:**

Small  
(200 employees)

**Years in business:**

3

**Ownership:**

Private company

**Brand reputation:**

Started by a hip-hop superstar three years ago, Grizzle's shoes reflect her focus on simple craftsmanship and mostly organically sourced, natural materials. They have a high-end price tag.

**Past performance and returns:**

Just went public on the stock exchange a year ago. The first year's investor return was 4%.

**Innovation:**

The company has increased employees, but production is still limited. While it hasn't made a huge splash in the market, it has a loyal following of the same original shoe design with yearly colour changes.

**Working conditions:**

Grizzle hires Canadians to assemble its shoes in Canada, and no complaints have been filed. Working conditions of the overseas material manufacturing is unknown.

**Environmental sustainability:**

Grizzle advertises that one tree is planted per purchase. It has a goal to achieve net-zero emissions in manufacturing in 20 years by buying carbon offsets.

# INVESTMENT DECISION WORKSHEET

Company I've chosen to invest in: \_\_\_\_\_

Anticipated rate of return for this company: \_\_\_\_\_ %

Why I chose this company:

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Potential risks that the company could face:

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