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What is NIKE?

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- In Greek Mythology, the word "Nike" is associated to the goddess of success, representing 'honored conquest' on the battleground
- NIKE, the largest seller of athletic footwear and athletic apparel in the world with subsidiaries in over 200 countries across the world, has attempted to keep itself on the cutting edge of technology.
- When Bill Bowerman and Phil Knight founded Nike, they aspired to inspire this myth in every product.
- The founder wanted each client to believe that through purchasing Nike products, they would obtain success, power and happiness.
- The Nike Mission: "To bring inspiration and innovation to every athlete* in the world"

INTEGRATED MKT. PROGRAM

PRODUCT, PRICE, PROMOTION, DISTRIBUTION

MARKET

THE NIKE STRATEGY

THE NIKE STRATEGY

THE NIKE STRATEGY

BUILD PROFITABLE RELATIONSHIPS AND CREATE CUSTOMER DELIGHT

BUILDING RELATIONSHIPS WITH CUSTOMERS

NIKE AND SOCIAL MEDIA

Build Relationships with Customers

Build Relationships with Customers

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UNDERSTAND THE MARKETPLACE AND CUSTOMERS NEEDS NIKE'S HISTORY



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THEIR COMPETITORS

DESIGN A CUSTOMER-DRIVEN MKT. STRATEGY

MARKET SEGMENTATION

VALUE PROPOSITION

Play by the rules, but be ferocious.

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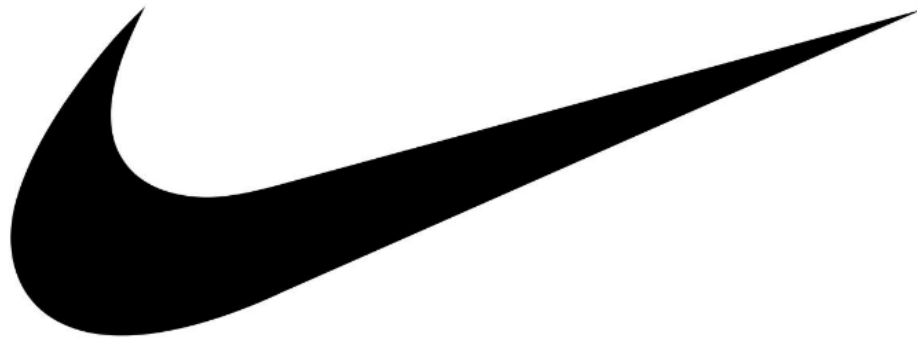


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THEIR COMPETITORS

DESIGN A CUSTOMER-DRIVEN MKT STRATEGY

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UNDERSTAND THE MARKETPLACE AND CUSTOMERS NEEDS NIKE'S HISTORY



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NIKE positioned itself in the premium niche segment. In an intensively competitive environment, Reebok and NIKE have emerged as sportswear giants. Adidas, Reebok, NIKE, Puma and Fila, international sports footwear companies presently get their shoes manufactured in India through domestic companies such as Lakhani and M&B Footwear.



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THEIR COMPETITORS

WHAT WOULD THEY OFFER

- Bill Bowerman was a track and field coach, as well as one of the co-founders of Nike. In the mid 1970's he began experimenting with his wife's waffle maker to design a better tread for running shoes.
- He later used that design to create the first Nike shoe, commonly referred to as the "Waffle Moon shoe."
- Bowerman is also credited as the man who brought about the jogging craze that swept America in the late 1960's and 70's.
- After observing a jogging club in New Zealand, Bill began to understand the value of jogging as a traditional fitness routine.

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HOW IT ALL STARTED

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- The founder of Nike, Phil Knight, had the vision of starting a business, from providing athletes with clothing necessary to participate in their discipline.
 - In the late 60s, Phil's sportswear business was dominated by German-born brands like Adidas, and sport shoes like Puma.
 - On a trip to Japan, the back Knight contacted the Onitsuka (ASICS) Tiger, a firm dedicated to the manufacture of sports shoes, and convinced the owners that their product would have a very bright future in the United States.
 - He would import some of its products to the United States on a small scale.
 - Knight received blue ribbon quality for his high-end pattern, especially that he represented a niche in the market, and this hypothesis firm eventually grew into a Nike Inc.
- Through an investment of \$500 each by Phil Knight and Bill Bowerman, the company (then called Blue Ribbon Sports - BRS) was established. Being an athletic and quality product, quickly gaining status in becoming the world's the design, production and marketing of athletic footwear.

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- On a trip to Japan, the bold Knight contacted the Onitsuka (ASIC) Tiger, a firm dedicated to the manufacture of sports shoes, and convinced his owners that their product would have a very good start in the United States.
- He would import some of its products to the United States on a small scale.
- Knight invented Blue Ribbon Sports to satisfy his Japanese partner's expectations that he represented a n actual company, and this hypothetical firm eventually grew to become Nike, Inc.

Through an investment of \$500 each by Phil Knight and Bill Bowerman, the company (than called Blue Ribbon Sports - BLS) has evolved from being an importer and distributor of Japanese specialty running shoes to becoming the world leader in the design, distribution and marketing of athletic footwear.

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THEIR COMPETITORS

FINANCIAL STRATEGY

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