

SK Planet in 2013: A Korean Giant's

Big Bet on the U.S. Market

Thecasesolutions.com

What is NIKE?

Thecasesolutions.com



- 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"

Thecasesolutions.com

UNDERSTAND THE MARKETPLACE AND CUSTOMERS NEEDS NIKE'S HISTORY



Thecasesolutions.com
THEIR COMPETITORS

DESIGN A CUSTOMER-DRIVEN MKT. STRATEGY

MARKET SEGMENTATION

They segmented and market their shoes for the athletes that could be considered as "serious" athletes.

VALUE PROPOSITION



Play by the rules, but be ferocious.

INTEGRATED MKT. PROGRAM PRODUCT, PRICE, PROMOTION, DISTRIBUTION

Product, Price, Promotion, Distribution details

BUILD PROFITABLE RELATIONSHIPS AND CREATE CUSTOMER DELIGHT BUILDING RELATIONSHIPS WITH CUSTOMERS

Nike and Social Media (Pinterest, Instagram) details

SK Planet in 2013: A Korean Giant's Big Bet on the U.S. Market

Thecasesolutions.com

What is NIKE?

Thecasesolutions.com

Thecasesolutions.com

UNDERSTAND THE MARKETPLACE AND CUSTOMERS NEEDS
NIKE'S HISTORY



Thecasesolutions.com

Reebok

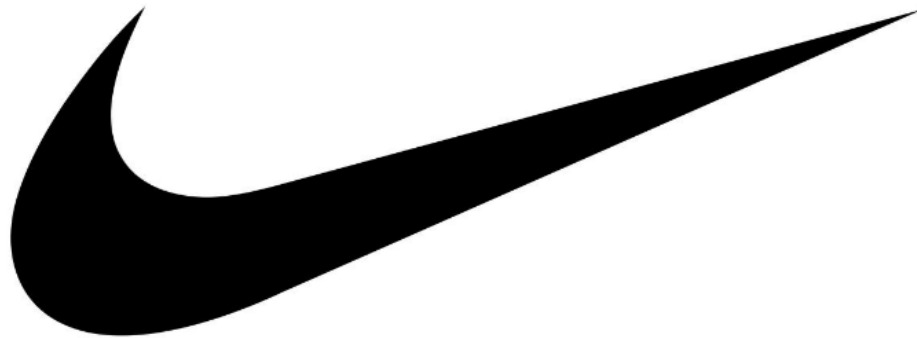
Thecasesolutions.com

THEIR COMPETITORS

DESIGN A CUSTOMER-DRIVEN MKT STRATEGY

What is NIKE?

Thecasesolutions.com



- 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 Phile 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 athle te* in the world"

Thecasesolutions.com

UNDERSTAND THE MARKETPLACE AND CUSTOMERS NEEDS NIKE'S HISTORY



Thecasesolutions.com

Thecasesolutions.com

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.



Thecasesolutions.com

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 1970s 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 "Nike 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.

Thecasesolutions.com

HOW IT ALL STARTED

Thecasesolutions.com

- The founder of Nike, Phil Knight, had the vision of creating a business, from providing athletic clothing necessary for the entire track discipline.
 - In the late 60s, Phil's sportswear manufacturing was run by German-born brands like Adidas, and sport shoes like Onitsuka.
 - On a trip to Japan, Phil Knight contacted Onitsuka (ASICS) Tiger, a firm dedicated to the manufacture of sport shoes, and convinced the owners that their products would have a very good sell in the United States.
 - He would accept some of his products to be offered on a small scale.
 - Knight owned Blue Ribbon Sports, a newly formed business partner, a sports store that he represented a retail company, and the Hypothetical firm would be going to be in Portland.
- Through an investment of \$500 each by Phil Knight and Bill Bowerman, the company (then called Blue Ribbon Sports - BRS) has evolved into being an iconic and dominant force in the athletic shoe industry, becoming the world's largest manufacturer and marketer of athletic footwear.

Thecasesolutions.com

HOW IT ALL STARTED

Thecasesolutions.com

- The founder of Nike, Phil Knight, had the vision of starting a business, from providing athletes of clothing necessary for practice their discipline.
- In the late 60s, the sportswear market was dominated by German-born brands like Adidas, and sport shoes like Converse.
- On a trip to Japan, the bold Knight contacted the Onitsuka (ASICS) 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 an 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 (then called Blue Ribbon Sports - BRS) 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.

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 "Nike 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.

Thecasesolutions.com

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.



Thecasesolutions.com

THEIR COMPETITORS

FINANCIAL STRATEGY

Thecasesolutions.com

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.

k

