

JUST DO IT.



Presented by Nazerke Kurash

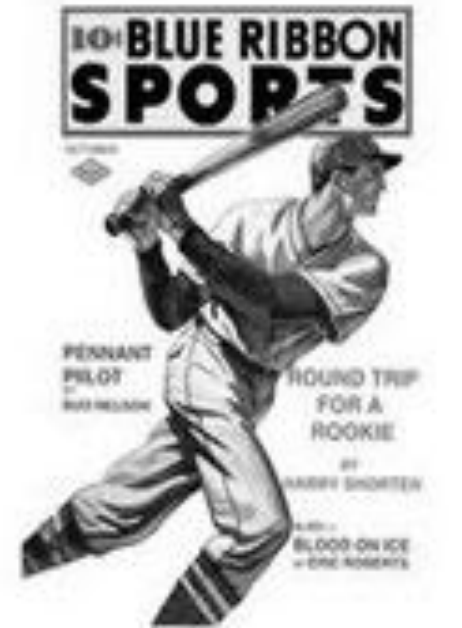
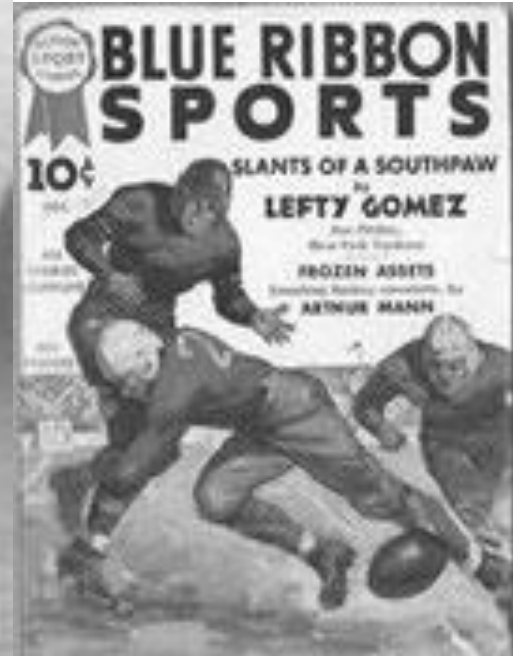
21.12.2016

How it is started???

- ▶ The company was founded in 1964 by a student Phil Knight (Phil Knight), he was a middle-distance runner in the team of the University of Oregon and his coach Bill Bowerman (Bill Bowerman).



- ▶ In 1963, Phil Knight went to Japan and signed a contract on behalf of the Blue Ribbon Sports company with Onitsuka, for delivery in the US sneaker.
- ▶ Began as a small distributing outfit located in the trunk of Phil Knight's car.





- ▶ In 1965, Knight and Bowerman changed the name of the company, naming it in honor of the Greek goddess of victory Nike. The new company name - Nike, according to legend, invented by Jeff Johnson, who saw in a dream the winged goddess of victory Nike.
- ▶ In 1971, a student at Portland State University - Carolyn Davidson invents the Nike logo.
- ▶ This logo is still used by the company and the brand called "Swoosh", which means "flying with a whistle." It shows the wing of the goddess Nike



- ▶ In 1975, the famous Nike Waffle outsole was created. During breakfast, as always absorbed in thoughts of work, Bill Bowerman saw waffle, and at this point in his head came association: if you make the sole of grooved, it will improve the thrust and, at the same time, make the shoes lighter weight .





- ▶ Frank Rudy, the inventor of the famous Nike Air cushion was a scientist, aeronautical engineer from NASA. He offered company "cushioning shoe that will last forever," and was refused. He appealed to the competitors and also was refused. Then he returned to Nike with his idea and they accepted.



- ▶ Phil Knight and Bill Bowerman started their own brand in 1972. The first prototypes appeared in 1972.
- ▶ In 1979, there was a model in the stores Nike Tailwind, manufactured with polyurethane, pumped gas.
- ▶ In 1980, NIKE became a joint stock company.
- ▶ In 1985 a contract was signed with the young talent of Michael Jordan
- ▶ In 1987 they released a collection of sneakers with increased visible air chamber shifted to the edges of the sole.
- ▶ In 1990 Nike opened its world Headquarters.



Today Nike

- ▶ They have five global headquarter facilities located in Beaverton, Oregon; Hilversum, the Netherlands; Shanghai, China; Boston, Massachusetts; and Costa Mesa, California.
- ▶ In 2015, there were approximately 63 thousand Nike employees worldwide.
- ▶ NIKE has contracts with 666 factories in 43 countries around the world



Products are manufactured under the brand Nike, Air Jordan, Total 90, Nike Golf, Team Starter.

Nike also controls companies that produce goods under the Converse and Hurley International brands.



Air Jordan



Total 90



Nike Golf






Vision, Goals and Objectives of Nike

- ▶ ***Vision:*** Sustainable innovation is a powerful engine of growth.
- ▶ ***Aims (goals):*** Minimize environmental footprint, transform manufacturing and unleash human potential
- ▶ ***Long-term objectives:*** increasing the share of the sports apparel market.
- ▶ ***Medium-term objectives:*** to improve the quality and convenience of clothing, through the introduction of new technologies and developments.
- ▶ ***Short-term objectives:*** reduction of production costs.



Mission statement

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- ▶ *Nike's mission:* to awake desire in all who are interested in sports.
 - ▶ Nike's mission statement is "To bring inspiration and innovation to every athlete in the world."
 - ▶ The legendary University of Oregon track and field coach, and Nike co-founder, Bill Bowerman said, "If you have a body, you are an athlete."

Strategy of Nike:

- ▶ Ambition: double their business, with half the impact
- ▶ Accelerating toward a low carbon growth economy.
- ▶ The innovation imperative.
- ▶ The future will be circular.
- ▶ When to compete and when to collaborate.



Strengths in the SWOT analysis of Nike

- ▶ Nike is the world's no. 1 shoemaker.
- ▶ Nike uses a “Make to Stock”
- ▶ Nike sells its products throughout US and in more than 180 countries.
- ▶ Nike is strong at research and development.
- ▶ Nike is a global brand. Its famous ‘Swoosh’ is instantly recognizable.



Weaknesses in the SWOT analysis of Nike

- ▶ The income of the business is still heavily dependent upon its share of the footwear market.
- ▶ High product price compared to their competitors
- ▶ High Advertising Spending



Opportunities in the SWOT analysis of Nike

- ▶ There is also the opportunity to develop products such as sport wear and accessories.
- ▶ The business could also be developed internationally.
- ▶ Developing the fashion brand image (Non sport customers)



Threats in the SWOT analysis of Nike

- ▶ Nike is exposed to the international nature of trade.
- ▶ The market for sports shoes is very competitive.



COMPANY'S MAJOR COMPETITORS

- ▶ Nike is the global market leader, but it faces increasing competition in Europe and China. In terms of market share, Nike's biggest competitors are Adidas and Under Armour. Other competitors include Puma, Skechers, Anta and Li Ning.

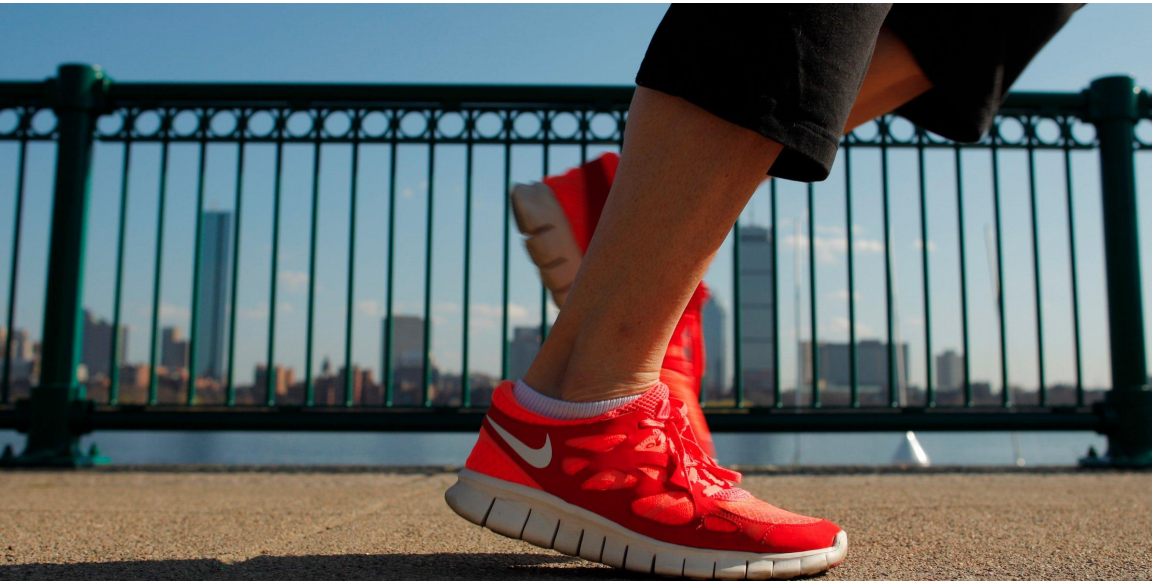


- ▶ Competitors like Under Armour will continue to innovate to attempt to steal market share away
- ▶ Adidas is entrenched in market segments domestically and abroad where it has significant brand loyalty relative to its competition.



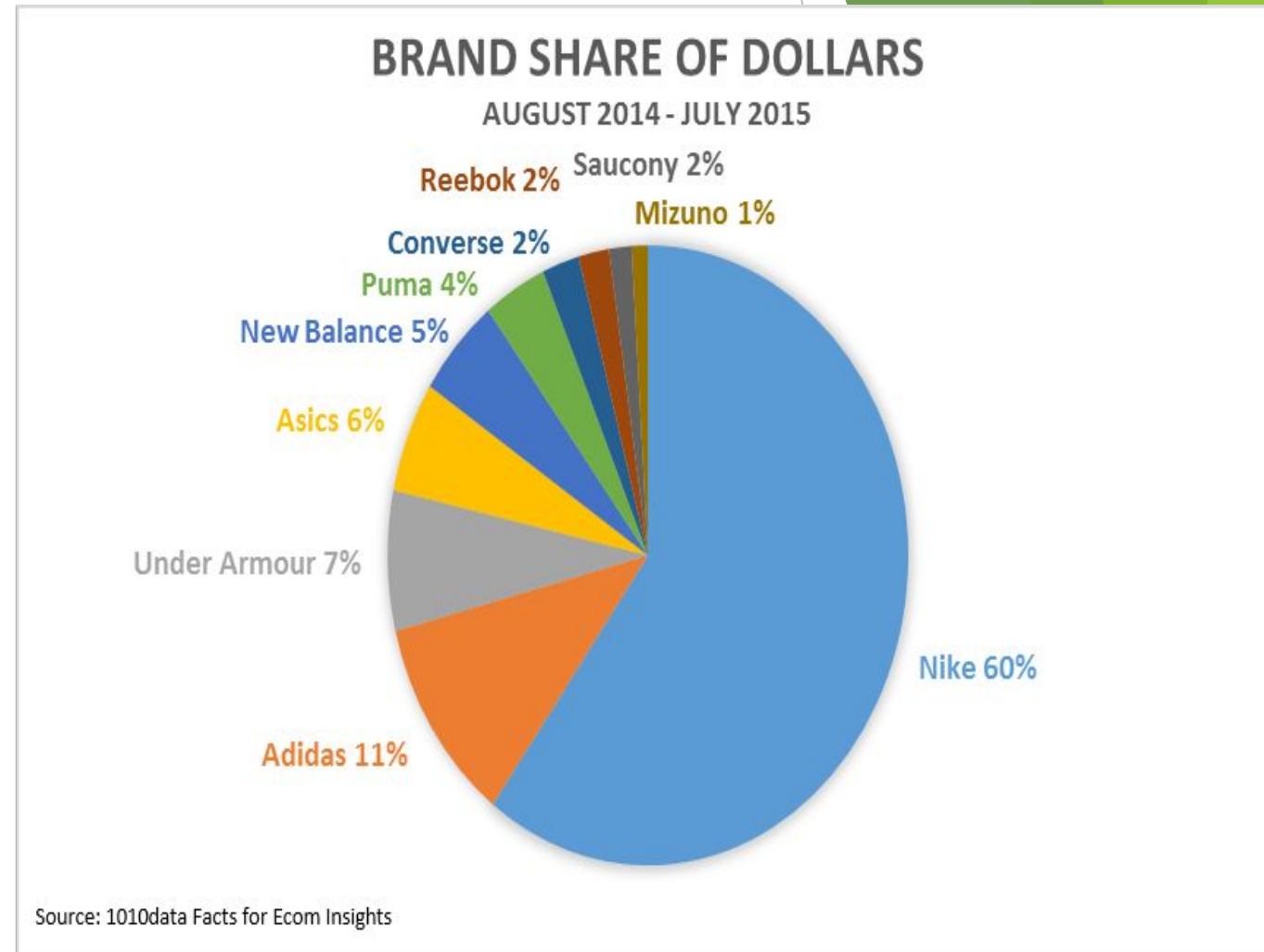
There are 3 current problems:

- ▶ *Increasing competition*
- ▶ *Excess inventory.*
- ▶ *Basketball is losing popularity.*
- ▶ *Employee theft*



IMPORTANT STEPS TO IMPROVE NIKE`S COMPETITIVE POSITION IN TODAY`S MARKETPLACE.

- ▶ Nike should keep differentiating its products from its competitors.
- ▶ It should also differentiate its services to compete with its competitors
- ▶ Nike should devote vast resources on R&D
- ▶ Nike should think about latest trends and styles and should keep introducing fashionable shoe.
- ▶ Low price range can also boost up its sales and market share among competitors
- ▶ Apparel and equipment customization



MY RECOMMENDATIONS AS A CEO OF NIKE

- ▶ Expansion into sports, accessories items can also be a good move for Nike.
- ▶ It should engage more in community centered activities such as charity programs, fitness programs.
- ▶ Continually Innovate
- ▶ Advertisement
- ▶ Suggestion to make partnership with other companies as nike with apple



Thank You ☺
Dziekuje Bardzo ☺
Rahmet ☺

