

BMSW4003

DIGITAL SKILLS AND RESEARCH
METHODS

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JUST DO IT.



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Introduction:

- the world's largest athletic shoe manufacturer
- Nike operates a total of 1,096 retail stores throughout the entire world
- high quality footwear and equipment
- Nike is taking the technology in the future



Background of the organisation:

- American multinational association that is involved in the design, development, manufacturing and worldwide marketing

NAME	Nike
FOUNDED	1964
HEADQUARTERS	Beaverton, Oregon, USA
SIC CODE	5661
STATUS	Public Independent Company of NYSE
INDUSTRY SECTOR	Sale of sports apparel and footwear
EMPLOYEES	77,000
TRADING SYMBOL	NASDAQ: NKE

Insights Of modern Technology Of Nike



- Nike has also introduced **3D printing** for two reasons: to improve product and prototype testing and enhance retail experience. In product design, what used to take weeks and months now takes hours for products to be tweaked, made and tested enabling quicker iterative design approaches.
- Nike used internet marketing, email management technologies, and using broadcast and narrowcast communication technologies to create multimedia marketing campaigns.
- Nike use internet marketing and email management technologies.
- Nike uses different types of platforms of social media to advertise their brand for example instagram, Facebook, Snapchat and the internet.

Vision and mission:

- Mission: **“To bring inspiration and innovation to every athlete in the world.”**
- Vision: **“do everything possible to expand human potential.”**
- Values: **“inspiration, innovation, every athlete in the world, authentic, connected, and distinctive.”**
- Motto: **“just do it”**

JUST DO IT. 



Aims and objectives:

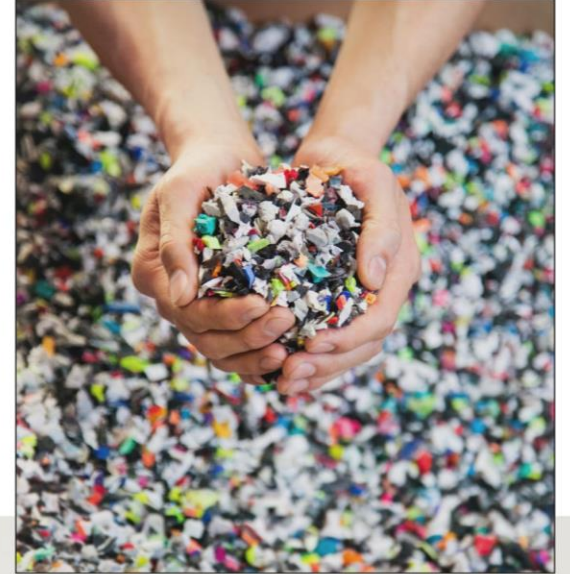
- It aims to be as efficient in producing thousands of the same shoe as it is producing thousands of 'one-of-a-kind' shoes.
- manufacturing superior products
- maintaining the integrity of the global brand and innovating in the area of product design.
- cutting water use
- reducing waste and strengthening communities.

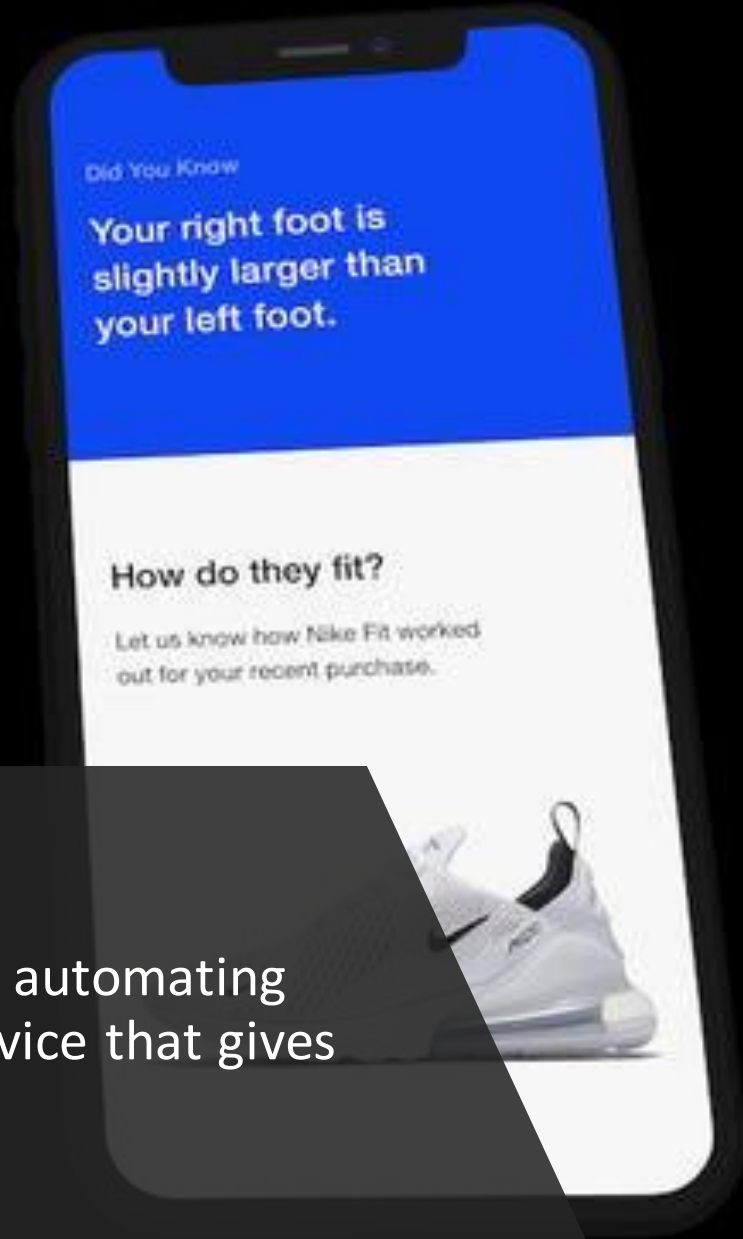
MOVE TO ZERO



NIKE'S JOURNEY
TOWARD A ZERO
CARBON AND ZERO
WASTE FUTURE

- moving to 100% renewable energy to eliminating all single-use plastics and diverting waste into new products. ... “
- [Nike](#) defined its purpose as: “to use the power of sport to move the world forward. We believe in a fair, sustainable future—one where everyone thrives on a healthy planet and level playing field”





Impacts of the modern technology:

- Using technology, Nike is immersing customers into their world and automating former human functions to give them personalized, on-demand service that gives each customer a unique experience.

Impacts of modern Technology on Nike

Positive:

- Customers Convenience
 - On-demand services
 - Unique experience
 - Faster production
 - sustainability
-
- Negative :
 - Increase the global warming
 - Produce greenhouse gases



Conclusion

- In summary of my presentation i have collected most of my data about the company of Nike. When nike uses technology it attracts coustomers more into their brand therefore it automatically allows humans to functions their personalized, on demand services . Nike also introduced technology methods to enhance retail experience.



References:

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