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Introduction

This report will demonstrate the strategic analysis of NIKE with the reference of case study “**NIKE-traction to Sustainability**” by using market strategic tools like **PESTLE Analysis, SWOT Analysis, Ansoff Matrix** and including **Industry Analysis, Internal Industry Analysis, Porter’s Five Forces**, Business as well as focussing other strategic analysis here such, Growth **Strategies Green Strategy and CSR**.

Nike Overview

In the world, Nike is a well-known brand that sells high-quality shoes, clothes, and other things at low prices. You can't find many people who haven't heard of the company or its products. It has become a multinational company that designs, approves, manufactures, and distributes a wide range of everyday items and commodities for people. It started out in Eugene, Oregon, U.S., but now it is based all over the world. Nike Inc. used to be called "Blue Ribbon Sports," and it was a distributor for the Onitsuka Tigers shoe company, which was started in Japan in 1964, when it was called that. We started the company in San Francisco on January 25, 1964. Bill Bowerman and Phil Knight were the two people who started it. (Armor, 2021).

A new company called Exeter Brands Group was created by Nike to help them make their own clothes. Also that year, Official Starter Properties and Official Starter, a line of athletic clothing, footwear and other items, were bought. It closed in 2005. In 2006, a new line of urban sportswear was made. Also in 2007, Nike and Google started Joga.com, a website for people to talk about football. For web TV, JogaTV was set up by Nike and Maven Networks in 2006 (apple, 2021). The company also opened factory stores in Kansas and Louisiana in that year, as well as other stores. During the second half of 2006, Nike and iPod announced that they would work together. This wireless system connects NIKE shoes with an iPod Nano. It was first called the "Nike+iPod Sport Kit," and it was made. At three Payless stores in Manhattan and Brooklyn in 2007, they sold a new brand of shoes for women called Tailwind (produced by subsidiary Exeter Brand Group). Foot Locker opened about 50 House of Hoops by Foot Locker stores all over the United States in 2012. Basketball shoes, clothes, and equipment are only sold at House of Hoops by Foot Locker. In 2007, a flagship store opened in Beijing, China, and it was the first one of its kind. To help Native Americans, Nike came up with the Nike Air Native N7. Also in 2007, the NikeiD studio opened in London's NIKETOWN store in the heart of the city. (newsnike, 2021). Customers can make their sports shoes, clothes, and equipment unique at Thestore.com. One of the things it did was sell its Starter brand to Iconix Brand. Iconix Brand is a company that manages licenced consumer brands and new trends. To promote its One Star line of retro-themed clothing and shoes, Converse has teamed up with Target. It was bought by Nike Vapor, a company that is part of Nike. Sports Direct International had a 19.9% stake in Umbro. So, the football brand can be bought. It was sold at the end of 2007. Kohlberg & Co. and W. Graeme Rouston helped the company sell its Bauer Hockey business for \$200 million in 2008. It worked well with the USOC in 2010, so NIKE continued to work with the US Olympic and Paralympic teams through the 2012 London Olympics. In 2008, Nike opened its first sportswear store in New York City's SoHo neighbourhood (Dan, 2021). During that year, it also bought Umbro, a world-wide football brand from the UK. It was easier for Nike customers to get their shoes when the

company merged its two shoe distribution centres in 2009. There was also a new business model for NIKE at the same time. Because of this reorganisation, North America, Western Europe, Central/Eastern Europe, Greater China, Japan, and other emerging markets were changed. (Manasvi, 2021). In 2010, Nike+ GPS App was launched on the App Store new Nike+ GPS App allows runners to map their runs while tracking their pace using their iPhones (newsnike, 2021).

Calories burned, distance, time, and how long it has taken After and during each run, athletes such as Paula Radcliffe and Lance Armstrong give their thoughts on what they did. Nike+ SportWatch GPS was launched with TomTom in 2011 and was made with help from Nike. There was also a new China Logistics Center in the city of Taicang, Jiangsu, that opened in that year. From 2011 to 2020, adidas, C&A, H&M, Li Ning, NIKE, and Puma came up with a plan to make sure no hazardous chemicals were thrown away (ZDHC). The first plans for a nearly 600,000-square-foot headquarters in Shanghai, China, were made public in 2012 (nikeshangai, 2021). DyeCoo TextileSystems is a leader in CO₂ dyeing technology and processes, but Nike has teamed up with them to help them spread waterless dyeing technology. For example, Nike Free Gym+ was released to help people work out and use Nike Fit. There were new deals with Bahia, Coritiba, Internacional, and Santos that made NIKE the biggest sports brand in Brazilian football. Converse opened its first store on the West Coast in Santa Monica, California, in 2008. In the same year, NikeBasketball also released a number of top-of-the-line basketball shoes, including premium LeBron 9 and Kobe VII editions. Converse also opened its first store in Beijing in 2012. Converse opened its first mall store in New Jersey in the same year. This is how it works: NIKE, Jordan, Converse, and Hurley are all big brands, but the company wants to focus on them. In 2013, it will sell two of its wholly owned affiliate brands. Plant PET Technology Collaborative was formed by Nike, Coca-Cola, Ford, H.J. Heinz, and Procter & Gamble in mid-2012. The goal of the PTC is to speed up the development and use of plant-based PET materials and fibres. Later in 2012, the company teamed up with LLamasoft to come up with supply chain solutions that were good for both logistics and the environment. Late in 2012. Iconix Brand Group paid \$225 million. In 2013, Apax Partners, one of the world's best private equity investment groups, bought the Cole Haan affiliate brand for \$570 million from Cole Haan's parent company, Cole Haan Inc. In early 2014, Nike and the South African Football Association (SAFA) signed a five-year deal. NIKE and Under Armour, a Baltimore-based sportswear company, agreed to end a trademark infringement lawsuit because of the I Will slogan's launch. In 2014, Nike's strategic partnerships team bought a small stake in Reflection, a California-based company that predicts how well online retailers will do. In 2014, NIKE became the official clothing and equipment sponsor of the Finnish Football Association. This new deal makes NIKE the official footwear of the Finnish football league (LONG, 2021) That year, the company also opened its first football-only store in Brazil. In 2014, USATF and Nike signed a new deal that will last from 2017 to 2020. Each member of the USATF team will be dressed by the company when they compete in international competitions like the Olympic Games, the World Championships, the Pan American Games, and the Junior World Championships. The long-term partnership helps track and field athletes all over the United States get more help. As of the start of 2014, Nike released its first ColorDry Polo. ColorDry technology makes it possible to dye fabric without using water, which saves energy and reduces the need for more chemicals. Another store opened in Brazil the same year. Customers can now visit NikeLab, which opened in the middle of 2014 (theguardian, 2021). Customer information about Nike's innovations will be available through NikeLab. Instagram and We Chat in China will also be used to engage consumers globally (highsnobiety, 2021).

Employees of Nike



Mr. Knight, age 76, has been a member of NIKE's Board of Directors since 1968. Mr. Knight is a co-founder of the company and served as its president from 1968 to 1990, excluding the period between June 1983 and September 1984 and June 2000 to June 2004. Prior to 1968, Mr. Knight held positions as a certified public accountant at Price Waterhouse and Coopers & Lybrand and as an assistant professor of business administration at Portland State University. Mr. Knight transformed NIKE from a small partnership founded on a handshake into the largest footwear, apparel, and equipment company in the world (aboutnike, 2022).



Since 2006, Mr. Parker has served as President, Chief Executive Officer, and Director. Since 1979, his primary responsibilities at NIKE have included product research, design and development, marketing, and brand management. Mr. Parker was appointed development division vice president in 1987, corporate vice president in 1989, general manager in 1993, vice president of global footwear in 1998, and president of the NIKE brand in 2001. Parker is responsible for the expansion of NIKE, Inc.'s global business portfolio, which includes Converse Inc. and Hurley International LLC, in addition to his role in guiding the continued growth of the Nike brand (aboutnike, 2022).

Nike employs 73,300 worldwide, Nike's workforce shrinks as the number of retail stores decreases. In 2020, it will employ 75,400. Nike had 76,700 employees in 2019. Ten years ago, 38,000 people worked for its Nike has 40 shops in the UK (dunja, 2022). The country with the most Nike stores is Turkey, with 170 official retail stores. Poland has 62 official Nike stores, followed by France with 55. Italy now has 47 Nike stores (dunja, 2022).

Approximately 48,000 people worked for us worldwide as of May 31, 2013, which included employees in retail and part-time positions. The management team believes that its relationship with employees is excellent (craftco, 2022). Our employees are not represented by a union, except for certain employees in the Emerging Markets geography, who are required to be represented by a trade union by local legislation. Employee representation is also mandated by local laws in some countries outside of the United States, either through works councils (which may be entitled to information and consultation on certain Company decisions) or through organisations that are like labour unions (Christie, 2021). Some European countries require us to enter and/or comply with industry-wide or national collective bargaining agreements, which we must do in order to comply with local law a material interruption of operations at Nike has never occurred because of labour disputes (Christie, 2021).

Nike Mission Statement

- People: We believe in the ability of people to make a difference in the world.
- Planet: We don't wait for solutions; we invent them to protect the environment.
- Play: Getting children to move results in a more active next generation and a more prosperous future.

Nike Mission Statement

Our mission is to provide inspiration and innovation to every athlete in the world, no matter where they are in the world. If you have a physical body, you are considered an athlete. This mission motivates us to do everything in our power to help people reach their full potential. We accomplish this by developing game-changing sport innovations, improving the sustainability of our products, building a creative and diverse global team, and making a positive impact in the communities where we live and work (comparbly, 2021).

Nike Vision Statement

The world we see is one in which everyone is an athlete, united in their love of movement. We are driven by our passion for sport and our instinct for innovation, and our goal is to inspire every athlete on the planet and to play sports a daily habit for everyone around the world (comparbly, 2021).

Core Values

Nike's core values are "inspiration, innovation, every athlete on the planet, authenticity, connectedness, and distinctiveness," according to the company. Nike's core values define what it stands for in its quest to be the best in the world of sports (missionstatementnike, 2021).

It consists of the following elements:

- **Inspiration**
- **Innovation**
- **Every athlete in the world**
- **Authentic**
- **Connected**
- **Distinctive**

When it comes to maintaining top inspiration among its employees, Nike emphasises the importance of ensuring that they design and manufacture innovation-driven products that are not only authentic, but also those that meet the needs of all athletes, regardless of where they are located in the world (fourweekmba, 2021). As a result, the company is able to meet the requirements of its first through fourth values. The company also places a strong emphasis on developing relationships with everyone with whom it comes into contact, which distinguishes it from other businesses in the industry (edrawmind, 2021).

Success Factors

Nike is a global leading sports brand that was recently ranked in the 18th position among the most valuable brands in the world, The success of Nike is primarily due to the quality of its products and the wisdom of its marketing strategies. Because almost everyone is attracted by Nike's product in the marketing mix, it is relatively simple for this brand to establish positive brand awareness, perceptions, and association in the minds of customers (ERICLIJUN, 2016). This blog will discuss the

factors that have made Nike successful in terms of brand personalities, marketing positioning, and the manner in which they are promoted (profitworks, 2021).

Brand

The Nike 'Swoosh' logo is made up of two simple curved lines. The word 'swoosh' connotes motion and speed, as well as boundless energy and enthusiasm for sports. Also, 'Swoosh' is an onomatopoeia. A spectacular dunk by Jordan or Beckham's trademark free-kick goal in the World Cup come to mind. It is closely linked to brand personalities. In Greek mythology, 'Nike' represents victory, flight, and speed. To better capture customers' holistic perceptions and better differentiate its products from its competitors, Nike has combined its meaningful brand name, symbol, and design to create a distinct personality.



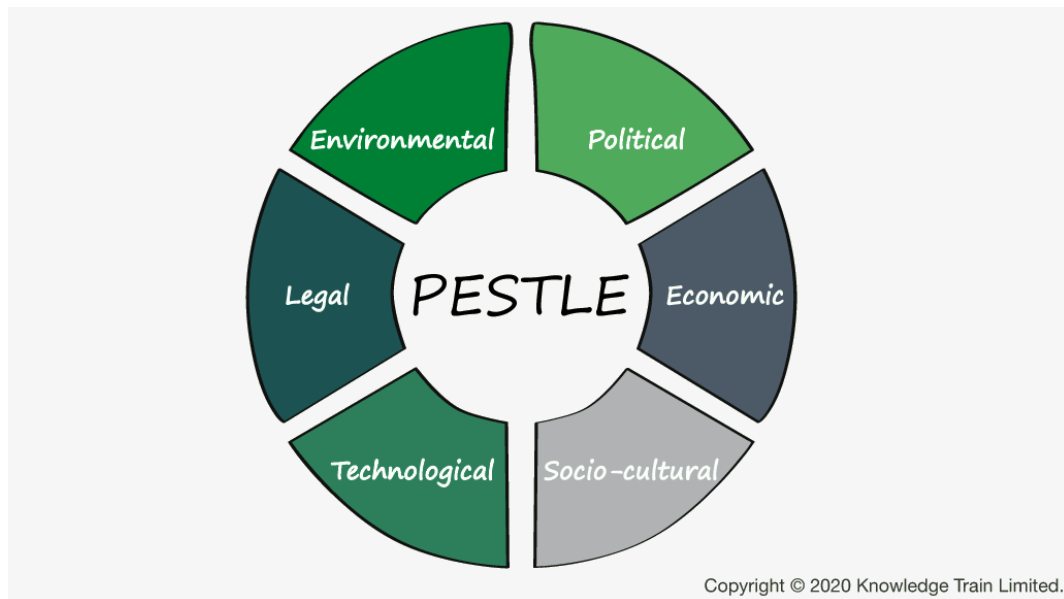
Source: (bea16, 2022)

Market of Nike

In the sporting goods industry, the customer's perception of a brand influences their purchase decision. However, Nike has always been able to meet consumer and professional athlete expectations. For sportsmen, Nike provides confidence that offers the wonderful sneaker for each sporting event (123helpme, 2021). In this way, its sporting goods have become essential tools for achieving one's personal sporting dream. Also, Nike and Apple sport kits have improved running experiences and changed people's running habits. Moreover, Nike has established a strong position for promoting athletic passion among the world's youth. For example, to appeal to the youth market, Nike has consistently used athletes as brand ambassadors. Furthermore, Nike is perceived as a high-end product by consumers, especially some sports shoes, which are known as high-tech products. However, products reflect people's social position (magneticstate, 2021).

PESTLE

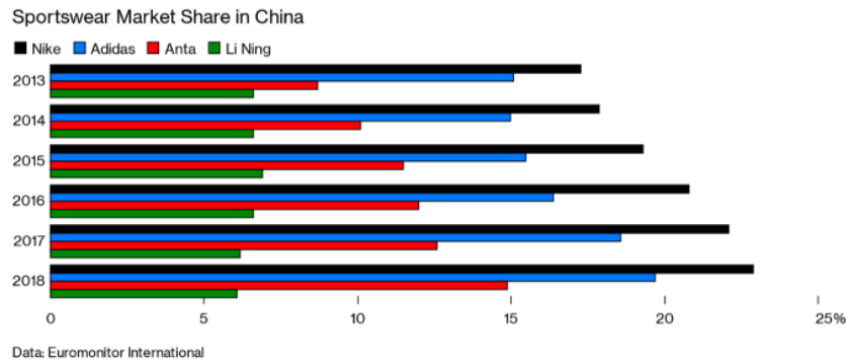
PESTLE Analysis is a strategy framework for evaluating a business's external environment by categorising opportunities and hazards according to Political, Economic, Social, Technological, Legal variables and Environmental (corporatefinanceinstitute, 2022).



Source: (Simon, 2021)

Political:

When an entrepreneur looks at political factors, they can figure out how much a government is involved in the economy or a certain industry, and how its decisions affect the company's present and future. The US government has come up with a lot of ways to help people grow. Nike made about 41% of its total revenue in the United States in 2019. Each pair of Nike shoes is made at 36 factories in the United States by 5151 people. Nike has more than 500 factories in 41 countries, so it can get into new markets (ROWLAND, 2021). Each country has its own number of factories: China has 108, Vietnam has 79, Indonesia has 79, and Thailand has 70. Nike made more money in China in 2019 than it did last year. When Nike is a company that sells things all over the world, it has to think about what the prices will be. In the US, for example, shoe companies pay up to 25% in tariffs, which is the highest rate of any business. Trump said he would raise tariffs on Chinese goods, including all kinds of shoes, by 10% in 2019 (Bush, 2016). The tariffs were thought to cost American consumers \$7 billion a year. It's time for this "trade war" to end, Nike and 173 other shoe companies said in a letter to Trump. There are some experts who say the company was only a little affected by the rise in tariffs. Only 10% of Nike goods that are made in China are exported to the United States. It has also added factories in places like Vietnam, Indonesia, and Thailand to its supply chain. So far, the big shoemaker hasn't had to pay the price for being politically powerful (marketingtutor, 2022).



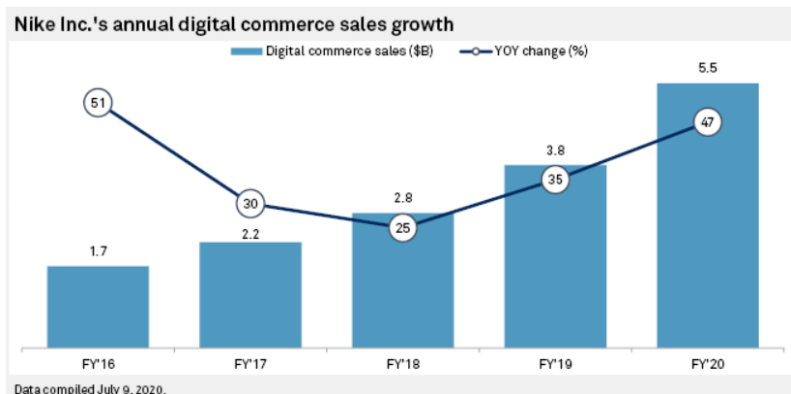
source: (jinshan, 2022)

Economic:

Customer's jobs or incomes went down, so it was hard for them to make ends meet and pay for things like food and gas. People bought less because of this. Because of this, the company's stock went down by up to 28%, which was bad for them. To get used to the new environment, it took Nike a long time. They cut costs and 5% of their workforce, the largest job loss in the company's history. During this time, other businesses went out of business. Nike was still going strong. After the recession was over, sales and stock took off very well, which was good for everyone. At both the high and middle ends of the market, we haven't seen a big change in sales because of the economy. Mark Parker, the CEO of the company, said this at the time. In order to do this, we need to stay focused on what we do best: make new products and experiences that help athletes as well as inspire people as well as make shareholders happy (coursehero, 2021).

Another economic crisis caused by COVID-19 will happen in 2020. It's the same as in 2013, when COVID-19 caused an economic crisis. Several stores closed down for the company. This caused a big drop in sales. Revenues around the world were down by 38 percent in the fourth quarter, which is when most people buy things. High-street stores are important to both the business and the giant. People who buy digital goods from Nike now make up for the bad things that happened when stores were closed because of the pandemic. Sales rose from 20% of Nike's total revenue during the pandemic to 30% of its total revenue. 25 million people signed up to use Nike apps during this time, and half of them were women (coursehero, 2021).

As early as 2011, Nike knew that going mobile was a must. Since then, Nike and SNKRS apps have been made by the company, too. They are meant to help the brand connect with more people directly, which leads to more sales (Manasvi, 2021).



Source: (Katie, 2021)

Social Factors:

Since the late 1970s and early 1980s, there has been a lot of interesting culture in the footwear market. This group of people is called "sneakerheads." They do this because they know their customer, what they want to do, and who they look up to. Every time he won a game on the court, Michael Jordan did the same thing: he jumped. This means that every kid in the world had a poster of Michael Jordan in his room (shamshul, 2021). Nike's partnership with Michael Jordan has helped the sneaker culture grow and spread around the world. Today, the resale market for sneakers is thought to be worth \$2 billion, but it's not certain. Nike also does this. The people who run the business know how important their customers have become to them over time, and how the values of their most important customers have changed over time (fernforuniversity, 2021). There were going to be a lot of people who didn't like Nike's Dream Crazy ad for 2018. They knew that. Which is correct. People at the company didn't have to worry about anything. This ad was meant for a group of customers that the company was trying to get to know and connect with, so it was not meant for everyone. Since the late 1970s and early 1980s, there has been a lot of interesting culture in the footwear market. This group of people is called "sneakerheads." This is because Nike knows its customers. They know what they are all about, who they look up to, and what they like. Every time he won a game on the court, Michael Jordan did the same thing: he jumped. This means that every kid in the world had a poster of Michael Jordan in his room (paypervids, 2021). Nike's partnership with basketball legend Michael Jordan has helped the sneaker culture grow and spread across the world. Today, the resale market for sneakers is thought to be worth \$2 billion. They know how important their customers have become to them over time, and how the values of their most important customers have changed over the years. With its Dream Crazy ad for 2018, Nike knew there would be a lot of people who didn't like it. Which is true. There was nothing to worry about for the company. This ad was meant for a specific group of customers that the company was trying to get to know and connect with.

Technological Factors:

One of the factors disrupting operations in virtually every industry is technology. We have discussed the importance of digital and mobile to Nike's sales, marketing, and community engagement ecosystems. The importance of technological advancements to the company's product design and manufacturing is equal. The mission of the brand is to expand human potential. And to achieve this, Nike develops game-changing innovations to create new products. Many innovations originate from the Nike Sport Research Lab, the brand's own laboratory. Nike's Flywire support system, Lunar+ foam cushioning, and Hyperdunk basketball shoe are among the brand's most recognisable features. The most recent innovation is Nike Fit, a foot-scanning system designed to find the optimal fit for everyone. Nike Fit utilises a proprietary combination of computer vision, data science, machine learning, artificial intelligence, and recommendation algorithms to determine the optimal fit for everyone.



Source: (Witte, 2021)

Environment Factors:

Companies are now held accountable for any negative impact their operations have on the environment. Businesses of all sizes are expected to reduce their carbon footprint, reduce waste and pollution, and protect the environment. Not too long ago, Nike was synonymous with sweatshops and environmental damage. Nike has made significant progress in becoming environmentally conscious and sustainable over the past two decades. Today, Nike has committed to utilizing only renewable energy and reducing its shipping emissions. The company created a line of sports jerseys and sneakers made from recycled waste plastics and pledged to switch to 100 percent renewable energy by the year 2025. Additionally, by the end of 2021, Nike will eliminate all single-use plastic bags from its stores.



Source: (newsnike, 2021)

Legal:

Nike has been in a lot of legal fights over the years. In the late 1980s, the company was taken to court because it didn't tell people about bad work conditions. Also, it has a long history with Adidas over patent violations. Nike has recently filed a lawsuit against a competitor of its shoes, Skechers, for allegedly copying design patents from Nike. Athletic footwear is a big business all over the world. By 2026, it is expected to be worth about \$96.10 billion, so there is a lot of competition (brandmins, 2021).

Nike Organisation Life Cycle

There are a number of stages an organisation can go through as it grows and changes. As a general rule, there are four stages in an organization's life cycle: birth and growth. Then there are decline and death. This section looks at the life cycle of Nike Inc (edrawmind, 2021).

Growth:

Having a good relationship with customers from the start has been a big help to Nike's sales over the years. They used persuasion techniques to get to people and make them feel good when they bought a shoe. They have also been running specials and discounts to get more people to buy their shoes. Nike knew from the start that even though their shoes were more expensive than the average shoe, people would still buy them because they were high-quality. Nike's shoes have different prices, which makes it an A and B-class business. It's been a big hit, and that proves the old saying "quality over quantity." There are three things that make Nike so successful: their marketing techniques, their slogan "Just Do It," and their relationship with customers (mypaperwriter, 2022).

Maturity

The shoe company Nike is one of the most popular in the world right now. There is a steady rise in its market share. In the last few years, Nike's net worth has grown to more than 30 billion US dollars. A strong marketing campaign and the endorsement of different products were part of what they did to get their name out. They started making different types of footwear, like shoes for different sports. They would make shoes for sports like football, basketball, baseball, tennis, and so on, which helped them get more business. Before Nike started selling clothes and other sports goods, they had a lot of success with their shoes and started selling them. To this point, Nike has been very dependent on shoes for sales (cram, 2021).

Decline

Nike has never had a drop in profits or success, People weren't happy with Nike's prices because they thought their shoes were a little too expensive. Nike quickly solved this problem by lowering their prices to a reasonable price for the quality they offer (Shelley, 2020).

Advertising

Pioneering:

A TV ad by Nike in 1982 showed men from the past running in an open field with a narrator saying that running has always been a sport that people took seriously. There was no specific shoe that the campaign was promoting. Instead, it was promoting Nike's company name and getting more people

to know about its products. Nike's ad was very good at making people think they could run faster if they used their products (Shivesh, 2021).

Competitive: Always, Nike has had two main competitors. They are Reebok and Adidas with many products that look a lot like each other. They all make shoes for athletes in different ways. They all use the same marketing strategies and try to reach the same people (notesmatic, 2021).

Retentive:

As a result of their famous "Just Do It" campaign in 1988 and the "swoosh" logo, Nike has a position that can't be beaten. This is because Nike is different from its competitors.

Newer pioneering:

New shoes like the self-lacing Hyper Adapt shoes that were used in the movie Back to the Future helped the campaign be a success, even though the shoes cost more than 700 dollars. This is even though the shoes were used in the movie, which was very popular. They've also worked with other well-known companies, like Apple, to make a product called Apple Watch Nike+ (voguebusiness, 2021).

Newer competitive

Nike is still using celebrities a lot in their advertising campaigns, and they are thought to be the highest paying company for ads with celebrities of all time. It has spent about 10 billion dollars alone on celebrity endorsements, this is a lot of money (notematic, 2021).

Newer Retentive

Nike wants to always come up with new and unique shoe designs. They have a campaign with Colin Kaepernick, an American football player who is very well-known. This made their sales go up by 31% (Dani, 2021).

Porter's Five

In the Porter's Five Forces Analysis of Nike, you understand about the company's competitors and the factors that affect its industry. The analysis looks at things like the threat of new competitors, the threat of substitutes, the bargaining power of buyers, the bargaining power of suppliers, and the competition. Nike's Five Forces analysis can help you figure out where the company stands in the market based on things like competitors, customers, suppliers, financial strength, and other options.



Source: (disruptivnation, 2021)

Power of Customers:

The customer doesn't have a lot of money to spend. Customers need to buy shoes and clothes to stay warm and look good. There are no other goods that can be used in place of them. However, some people are price-conscious and choose products that are less expensive. As people become more aware of the quality of shoes and clothes, they are willing to pay more for high-quality and expensive shoes and clothes, even though they are more expensive. Shoes and clothes range in price from \$100 to \$500, which isn't as high as the price range for high-end goods. There isn't a lot of power in the end for customers (christine, 2020).

Power of Suppliers:

People who make things are the main suppliers in this field. Companies in this field are working together with manufacturers in developing countries to cut down on the cost of materials and labour, which helps them make more money. When Nike outsources, for example, it hires people in countries like China, Mexico, and India to make their products. People who make things for businesses do not have to fight with them because there are so many other companies who can make things for them. Overall, the power of suppliers is not very strong (trefis, 2021).

Threat of new entrants:

There aren't many barriers for new businesses to get into the market. To start a new business selling sports clothes and shoes, you need to get supplies and find a store that is already open. However, it is hard for the new stores to stay in business. The first thing that could happen is a price war. Large companies can get more customers and make more sales by cutting their retail prices. Small businesses can't afford to lose the money they would make if they cut their prices. This is the second thing that could happen. Most people don't know about the new businesses in a short time. In order to try new ways of selling, like online sales, they can't get good results because customers don't know them. Few people are willing to try new things. So there are a lot of threats from new people coming in. (ipl, 2021)

Threat of Substitute:

Nike has a very low risk of competing with other products. This is because a lot of different brands, like Adidas and Under Armour, make products that are very similar or even the same. There are many brands in both international and local markets that make cheap trainers that aren't made by Nike. These brands make cheaper products that look like Nike's. As a comparison, the design and

quality of Nike products lessen this threat. The risk of competing products is not very high (adamkasi, 2021).

Competitive rivalry:

This means that there is a lot of competition in the sports business. People who compete with Nike include Adidas, Puma, Under Armour, and so on and so forth. A lot of people are in the sports business now, and they're competing hard to get into more markets and take away market share from each other. Brands spend more money on marketing. In this case, the number of competitors and top players is very low, which makes the competition even more fierce. As a whole, there isn't a lot of competition in the world of sports (slidemodel, 2021).

Internal Analysis of Nike

Primary Activities

Inbound Logistics:

When Nike needs to buy things for its supply chain, it has a global procurement team that helps with that part of the process. It includes finding and getting in touch with the right people to get the right goods and services. In the last few years, it has paid a lot of attention to sustainability and is working to reduce its environmental impact. It used to have a lot of suppliers, but now there are a lot fewer of them (notematic, 2021). The ones who stay are still committed to Nike's standards of quality and sustainability. It gives more weight to suppliers who are willing to go above and beyond the minimum standards and who can follow the rules about sustainability very closely. The majority of Nike products are made by people who work for them on their own. There are now 567 factories in 42 countries where Nike products are made. People who are most responsible get to be part of this company's supply chain because these factories are very strict about being transparent, high-quality, and green, so only the best get to work there. The Nike offices and distribution centres in different parts of the world send products made by these suppliers to different markets (purposenike, 2021).

Operations:

Nike is based in Oregon, which is in North America. People who work for Nike also work there, and it is the biggest office. The company also has offices in Europe, the Middle East, Africa and the rest of the world, as well as in Asia and Latin America. In each country where Nike has an office, it serves a big part of a lot of land (TAYLOR, 2021). In North America alone, there are more than 2000 stores that are served by the same headquarters. Over 70,700 people worked in its offices last year. Nike is based in Oregon, which is in North America. People who work for Nike also work there, and it is the biggest office. The company also has offices in Europe, the Middle East, Africa and the rest of the world, as well as in Asia and Latin America. In each country where Nike has an office, it serves a big part of a lot of land. In North America alone, there are more than 2000 stores that are served by the same headquarters. Over 70,700 people worked in its offices last year (chegg, 2022).

Outbound logistics

They are an important part of Nike's value chain. In 42 countries, there are more than 500 Nike factories that make their goods. In order to sell these products, they must first be sent to the Nike Distribution Centre. (mathew, 2021) A chain of distribution centres has been set up by Nike so that customers don't have to wait long for a new product after it comes out. An efficient distribution system also helps to make sure that deliveries and shipments arrive on time. In 2015, it opened its largest distribution centre in Tennessee, which is in the state of Tennessee. People who buy shoes, clothes, and other things from Nike and Jordan brands can get them from the distribution system in Memphis, Tennessee. The system also sells them to individual and wholesale customers and to Nike's own stores. Its European logistics centre is in Belgium, which makes it easier to run a faster and smarter supply chain (bstrategy, 2021).

Sales and Marketing

Nike is also known all over the world for its great marketing strategy, which starts with its Swoosh logo and can be found on all Nike products. Then, Nike also spends a lot of money on marketing and hires sportspeople like football stars for the promotion of its products and brand (mageplaza, 2021). Its video marketing strategy is a big hit with Nike fans. For Nike, the two main ways people can buy their products are through physical and online stores. Shops and websites run by the company sell directly to customers. It also has mobile sales channels that customers can use. It also uses a mix of independent distributors, licensees, and sales representatives all over the world to sell its goods (islam, 2021).

SWOT Analysis

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