

**Programme: Master of business
administration**

Module: LCMB7024

Student name: Saba Badil

Student ID: 2223131

**Lecturer: Taonga Kaonga Sobere-
Snithers**



Saba badil - 2223131

Sustainable performance for the future with **NIKE** EcoFit™

Introduction

One of the top sportswear companies in the world, Nike is renowned for its inventiveness and widespread impact. Eco-friendly items are becoming more popular as consumer desire for sustainable fashion rises. In order to meet evolving consumer expectations and lessen its impact on the environment, Nike EcoFit™ may launch athletic apparel and footwear made of organic and recycled materials (Armstrong and Kotler, 2023).

References

- Armstrong, G. and Kotler, P. (2023) Marketing: An Introduction. 15th edn. Harlow: Pearson.
- Kotler, P., Armstrong, G., Harris, L.C. and He, H. (2024) Principles of Marketing. 19th edn. Harlow: Pearson.

Goal's and market appeal

Nike EcoFit™ aims to offer high-performance athletic goods that blend sustainability, comfort, and quality. Customers who care about the environment would be drawn to this brand expansion, especially younger generations who are more drawn to companies that exhibit social and environmental responsibility. Kotler et al. (2024) claim that consumers are actively looking for products that reflect their beliefs and are growing more conscious of sustainability challenges.



Alignment with Sustainability goals

By encouraging the use of recycled materials, cutting waste, and supporting ethical production methods, Nike EcoFit™ supports sustainability objectives. Additionally, sustainable innovation can improve long-term business performance and give businesses a competitive edge (Armstrong and Kotler, 2023). Nike can improve its market position, attract investors, and help create a more sustainable future by introducing Nike EcoFit™.