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Brand Overview



Nike inc. engages in the design, development, marketing, and sale of athletic footwear, apparel, accessories, equipment, and services. The brand is a multinational American corporation. Nike has its headquarters in Beaverton, Oregon, USA. It was discovered in 1964 by Bill Bowerman and Phil Knight. Nike is named after the Greek goddess of victory, is a clothing and shoe company. To help play basketball and soccer (football), as well as running, men's and women's training, and other action sports, it designs, produces, and sells several products. NIKE also markets sports-inspired apparel for children and various athletic and leisure activities under its namesake brand; it also offers sportswear under the Converse brand.



Mission & Vision Statement



Mission statement: “To bring inspiration and innovation to every athlete in the world.”

Vision statement: innovate for better world



SWOT Analysis





Strengths

- Strong Core Brand
- Diverse Brand Portfolio



Weaknesses

- Dependence On The US Market
- Footwear Focus



Opportunities

- Growing Market
- Responsible Manufacturing



Threats

- Tax Clampdowns
- Competition



Goals & Objectives



The brand goal is to inspire us to do whatever we can to increase human potential. We do this by developing disruptive sporting technologies, making our brand more sustainable, creating a dynamic and diverse global team, and having a positive effect on the communities we live and work in.



Business Initiatives

Brand Partnership & Business Initiative 1



Over the next 6 months, our team will work on doing exercises with beat music to make their workout fun and enjoyable.

Goal of initiative

To provide Nike consumers with any workout session music is always the way to level up a consumer energy.

Brand Partnership & Business Initiative 2



Over the next 2 months, our team will provide workout videos on how to look great in a few easy steps for a zoom meeting.

Goal of initiative

To help our consumers look comfortable for a zoom meeting, our team will provide zoom meetings on showing workout videos twice a week to help our consumers to get fit and healthy within a few weeks.

Target Market/ Market Segmentation



Demographics

- Age: 15-40, tweens and teens
- Both male and female
- Middle to high income
- Nike also focuses more on women and Generation Y
- Social class: upper middle, lower upper and upper class
- All socioeconomic groups are targeted



Geographics

- Nike has stores across the world
- Density: urban and semi-urban cities
- In different countries, Nike has launched numerous products to meet the needs of regional customers.
- Nike has operated a total of 756 retail stores throughout the entire world. And now it has 931 retail stores around the globe.



Psychographics

- Nike's mission statement: "To bring inspiration and innovation to every athlete in the world"
- Lifestyles and Personality
- Run with me, sports improvement clinics, and social media contests
- Active people who enjoy high-quality sport footwear
- For youth, they think Nike shoes is a fashion lifestyle and they wear it just to follow fashion trend



Competitive Analysis



Adidas' mission is to allow people to engage in sports around the world while educating them about physical and mental health, fitness, and nutrition. Ultimately, this will encourage them to lead a more safe and fulfilled lifestyle.

Brand Recognition

Adidas is more than just a maker of athletic goods, it has a distinctive character that is "positive, courageous, undefeated and confident" and in which it owns massive brand equity.

Advantage over Nike

Nike is its biggest competitor. Adidas has been able to improve its position in the global markets amid Nike's powerful market presence. Several sources of competitive advantage have been developed by the brand, including technology, marketing, supply chain, and product design and quality.



The corporate aim of Puma is "to be the world's fastest sports brand in the world." This mission statement is encapsulated in the slogan of the organization, "Forever Faster," which illustrates the strategic target of being ahead of the sporting goods, clothing, and accessories market rivalry.

Brand Recognition

On both the purchase and wearing of the brand items, the leaping Puma logo is quickly recognizable. Puma is widely known as a hip, trendy, and stylish brand by customers in the global sports manufacturing industry. Puma is a brand that is strongly sought after by fashionable fashion consumers.

Advantage over Nike

Puma uses its generic strategy and growth strategies indirectly competing against such companies as Nike, Adidas, ASICS, Under Armour, and VF Corporation. For example, the company's strategic plans for business growth capitalize on competitive advantages based on sporting goods innovation and design.

Marketing Strategy



Product

- Nike's foremost focus is athletic footwear, designed for sports and everyday usage with the brand name
- The production facilities are located close to the raw material to have low labor prices
- The company presently sells roughly 300 models of athletic shoes in 900 styles.
- High quality athletic footwear, apparel, and equipment for sports like running, basketball, training, football, soccer, skateboarding, golf, and tennis
- Sustainability

Price

- Nike uses the value based pricing strategy to ensure growth in its sales and profits. This element of the marketing mix identifies the prices the company applies to maximize profits while attracting the desired share of the market.
- Value-based, premium pricing
- High-end products



Nike Products



Promotion

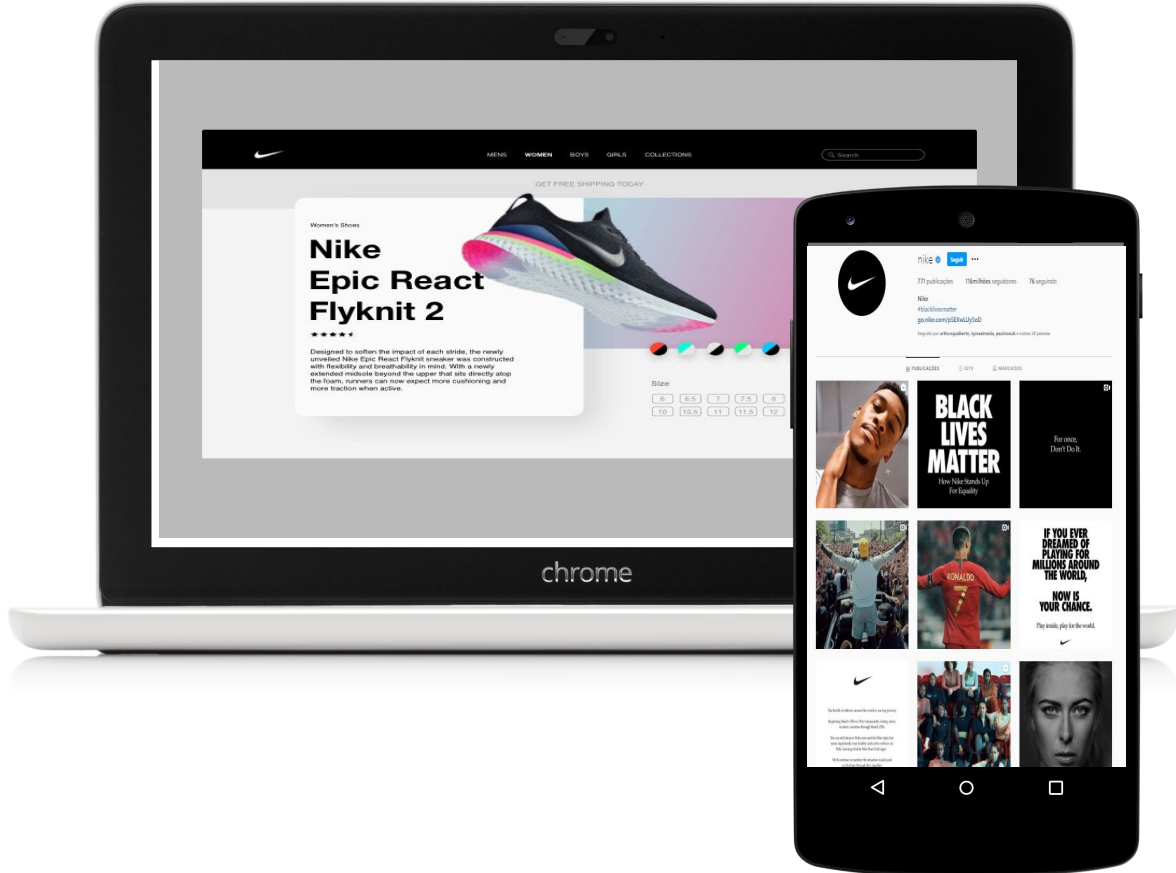
- Nike depends on the effective promotion of its products to maintain a strong brand image. This element of the marketing mix deals with tactics the firm uses to communicate with its target market.
- The following are Nike's Promotional activities:
- Advertising, Personal Selling, Direct Marketing, Sales Promotions, & Public Relations

People

- Nike skate holders
- 23,000 Nike employees
- Nike contact manufacturers
- Organizations relying on Nike sponsorship
- Loyal consumers
- Trained staff



Nike Website & Social Media





Process

- Nike company's lays a lot of strategies to aim their immediate users, athletes and all sportsmen. These targeting techniques include product sponsorship by professional and well known athletic team, college sports team as well as celebrity athletes.
- Create your own shoe online

Physical Evidence

- Distinct brand image
- Website and social media reflective of brand
- Nike is a multinational organization that sells its goods in almost every part of the world.



The End!

