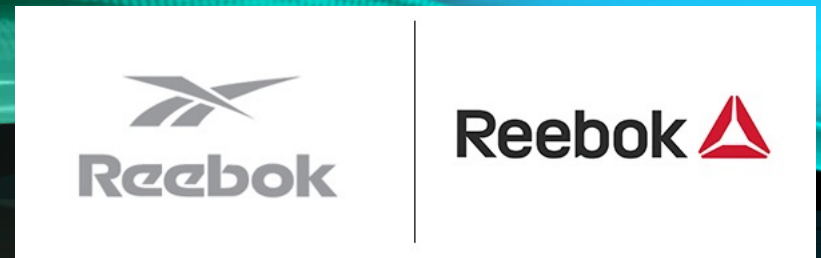


# PORTFOLIOS WITH PURPOSE



Malik Lee



# THE COMPANIES

- Nike is one of the biggest successful brands carrying athletic & sports apparel. The brand was founded by Phil knight first being known as “blue ribbon sports” before changing the name to what it is now. At first the brand started manufacturing soccer shoes which later bore the brand’s new name Nike along with their signature swoosh logo. Nike deals with three main categories of products including footwear, footwear products, apparels and accessories as well. Consumers all around the world have been loyal to Nike’s products along with their services because .Consumers around the world have become very loyal to Nike's products and services. One of the main reasons why Nike has become so successful is because their consumers are extremely loyal and continue purchasing their products year after year.
- Puma is a German based company founded by Rudolf Dassler. Puma is known for manufacturing athletic footwear along with casual footwear as well as apparel and accessories. Puma produced for sports categories such as football, golf and track. Puma has sponsored many sport teams and athletes around the world like Usain Bolt, Moses Kipsiro and events including the FIFA world cup.

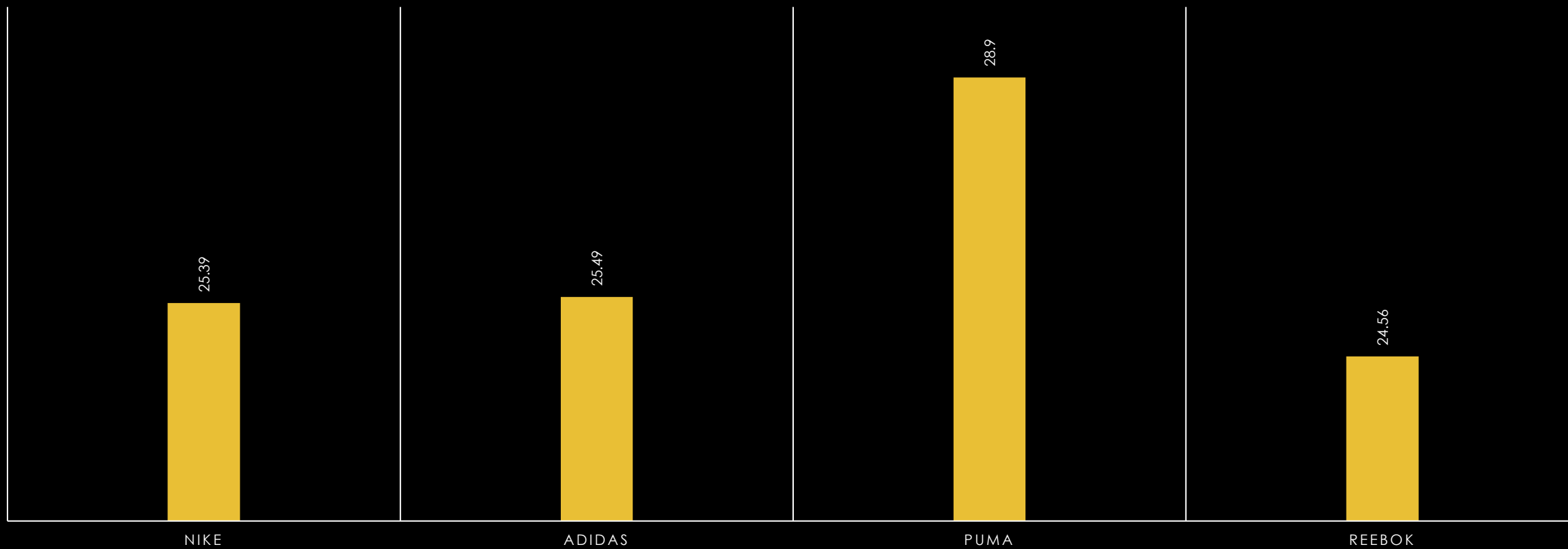
# THE COMPANIES

- Reebok is a company founded by shoemaker J.W. Foster in 1895 in England. During 1990s Reebok grew to be one of the world's largest apparel and sports good manufacturer. The original mission of Reebok was to create enhanced track shoes to achieve better results on the field. Today Reebok sell products to consumers ranging from footwear to apparel and accessories
- Adidas is one of the most popular brands of 2010 and is completely dominating the clothing market. The Adidas brand was formed in Herzogenaurach, Germany on August 18,1949 by Adolf "Adi" Dassler. Dassler was born on November 3,1900 and began making shoes in his mother's basement after returning from the first world war. Years later Adidas has made a huge impact on not just sport and athletes but on music, fashion as well as culture. Adidas has collaboration with many celebrities including Kanye West and Beyonce.

COMPANY	NET INCOME (M)
NIKE	25.39
ADIDAS	25.49
PUMA	28.9
REEBOK	24.56

WEEK #1

### NET INCOME (M)

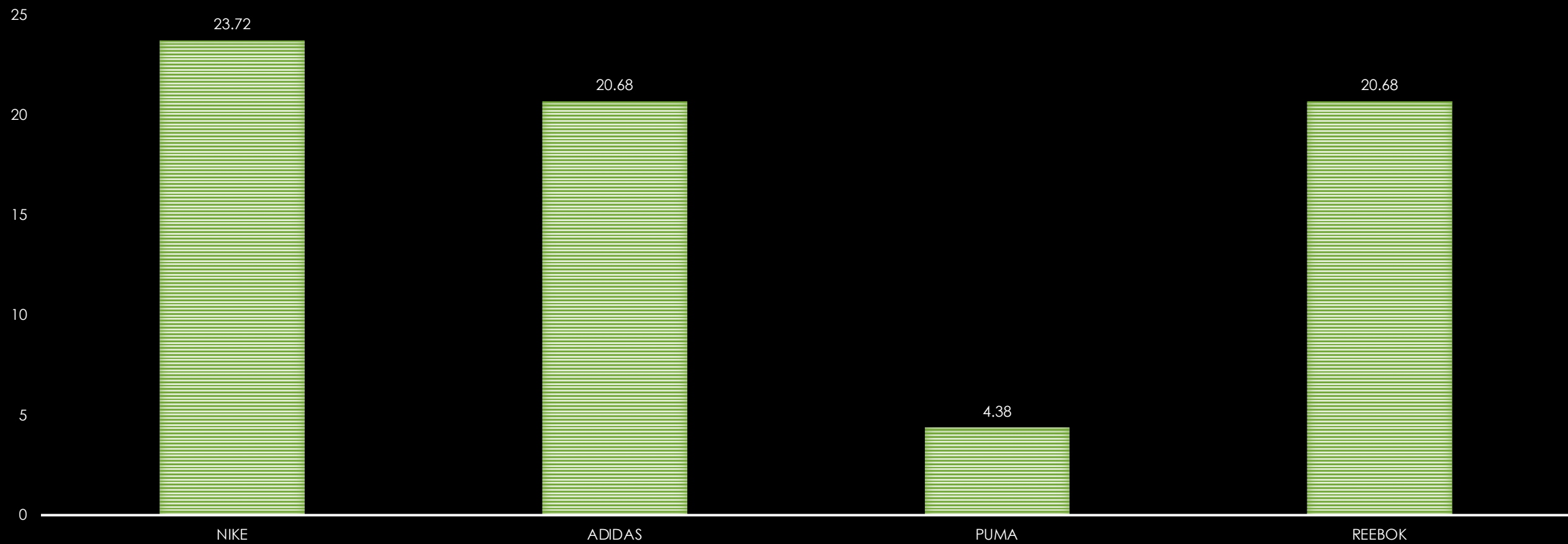


# NET INCOME

- During week one out of all the 4 companies Puma had the highest net income. Based on the data provided Puma did better in sales than the other companies by launching new projects through their partnerships.
- After Puma, Nike has always been a brand to stay on top of their game especially with creating events for loyal customers to attend giving them exclusive access to new items to purchase along with discounts to keep the consumer's attention being direct to consumer.

WEEK # 1

TOTAL ASSET (B)



# TOTAL ASSETS

- Nike, Adidas and Reebok have high numbers in their total asset which show that the company is growing. Revealing the positive numbers with their liability and equity
- Puma's asset numbers were the lowest out of the 4 companies showing that the business isn't doing so well. Suggesting the company create a new pricy strategy to bring their numbers up.



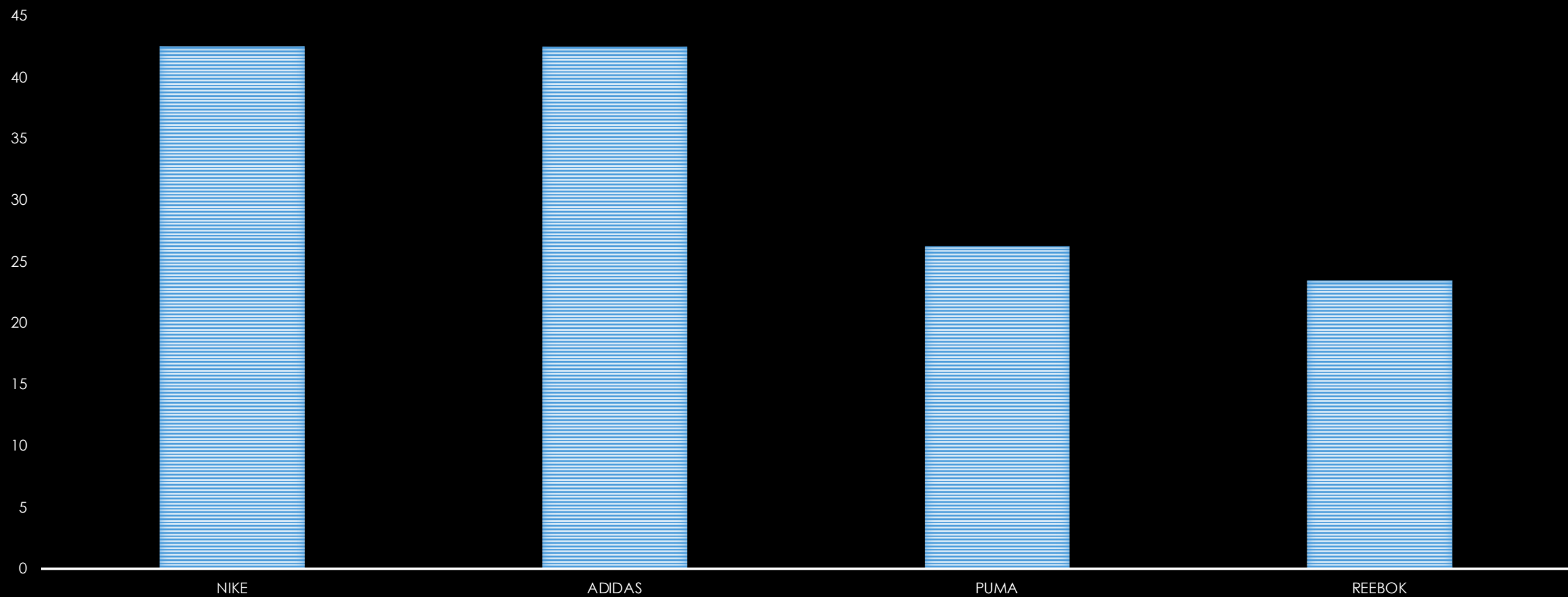
## INVESTMENT TIME

- Each company is given \$1,000,000 to invest in their business in area that are troubling for them to improve in business
- Companies will see if the way they have utilized the investment well



WEEK 2

NET INCOME (M)



# RESULTS

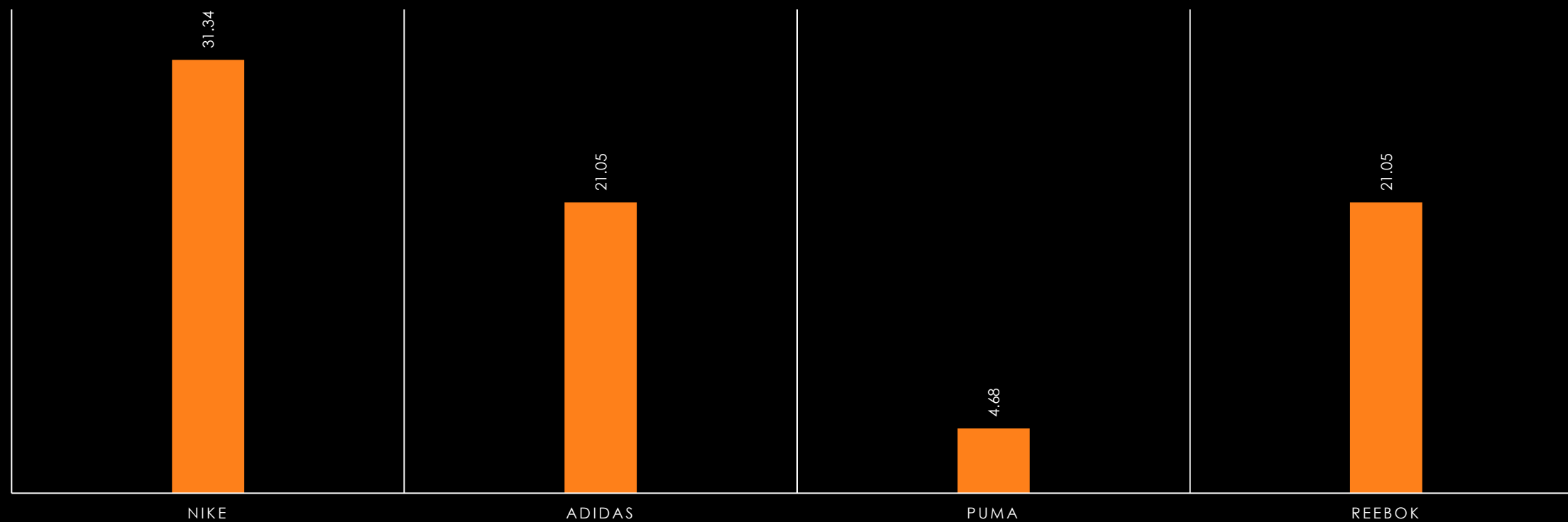
- Nike utilized their money by putting it into their marketing team creating an advertisement to focus on ways to sell an emotion connection to customers through their products. Nike has created products like footwear for consumers who maybe living with disabilities and difficulties with put on or tying their footwear and creating a commercial centered around a basketball player who's been paralyzed & in a wheelchair playing basketball with their slogan "Just Do It". By doing so consumer will be allowed to feel the exclusivity Nike is trying to spread and staying true to their focus.
- Adidas used their investment money to improve in their manufacture department to focus on their infrastructure & produce products at a faster rate in larger quantities. By doing so Adidas will be able to balance their supply and demand system without running out of supply in a quicker rate

# RESULTS

- Puma decided to use the money to improve in their manufacturing like Adidas. Puma has the opportunity to expand their women's attire. More women are interested in sports and fitness as each day passes, they should have as many options to choose from as the men do. Puma has the potential to expand and reach more consumers to be the competition.
- Reebok put their money towards their marketing team with hope of reinventing themselves. Reebok like Puma has the opportunity to expand the brand from a brand only about sports and fitness to a more lifestyle brand.

# WEEK 2

## TOTAL ASSET (B)



# TOTAL ASSETS

- Nike, Adidas and Reebok have high numbers in total asset similar to week one. By having the high numbers, it shows the companies are doing very well with their net sale or in their revenue
- Puma's asset numbers were the lowest out of the 4 companies once again showing that the business isn't doing so well with their sales. The strategy the company tried to use didn't work well with their selling too much.

# HEDGING

- Hedging is a form of insurance for people who are afraid of a negative result on their finances. If something negative happens and the company is practicing hedging the negative impact will be reduced. When hedging doesn't work out the company's investors will convince them to remove hedging and its can be the worst option for the company.
- Being that Adidas is the only company out of the rest participates in hedging the effects can result in their cash flow being reduced causing distress financially for the company. If Adidas is doing very well in their market, then the benefits for hedging will be little.

# FINAL RESULTS

- Nike came out on top out of the 4 companies proving that the money they were giving worked to the best of their advantage improving in their marketing to reinsure the close relationship with their consumers are very strong. Nike proves to consumers that they can be a trust company manufacturing goods that will keep consumers wanting more with the quality of their products. Nike dominated the other companies because their brilliant marketing strategy and their brand strategy.