

NIKE

FINAL PROJECT

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- **About Nike**
- **Key objectives:**
 - **Market Leadership**
 - **Innovation**
 - **Brand Building**
 - **Sustainability**
 - **Profitability**
- **Strategies:**
 - **Product Innovation**
 - **Marketing and Branding**
 - **Direct-to-Consumer (DTC) Focus**
 - **Digital Transformation**
 - **Sustainability Initiatives**
- **Action Plans:**
 - **Launch Innovative Products**
 - **Invest in Marketing Campaigns**
 - **Expand DTC Channels**
 - **Enhance Digital Platforms**
 - **Sustainability Integration**

Executive Summary

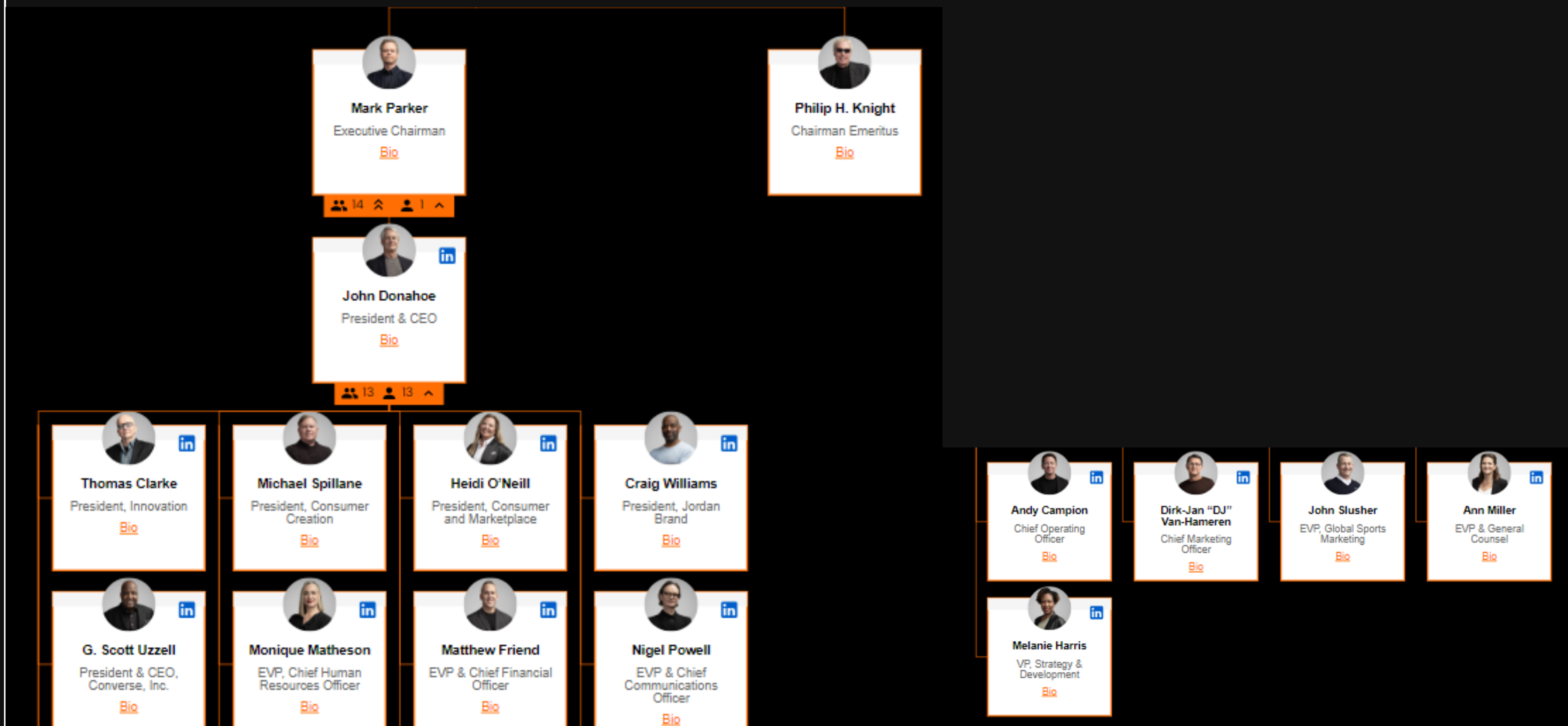


Business Vision and Mission

- **Vision Statement**
 - **"To bring inspiration and innovation to every athlete in the world."**
- **Mission Statement**
 - **"To serve athletes with the best sports equipment and apparel while fostering a culture of innovation, inclusion, and sustainability."**
 - **Serving Athletes**
 - **Culture of Innovation**
 - **Inclusion**
 - **Sustainability**



Organizational Structure



Customer Service

1. Customer Service Standards
2. Communication and Engagement
3. Personalized Interaction
4. Efficient Issue Resolution
5. Brand Consistency
6. Post-Purchase Support
7. Community Building
8. Multi-Channel Support

9. Knowledge Management
10. Issue Tracking and Resolution
11. Feedback Collection
12. Proactive Communication
13. Training Programs
14. Monitoring and Evaluation
15. Adaptability and Evolution



Sales Fundamentals

sales strategy aligned with Nike's goals and objectives

Step 1

start by understanding their mission to "bring inspiration and innovation to every athlete in the world."

Step 2

Identify target markets, such as athletes, sports enthusiasts, and lifestyle consumers. Leverage Nike's brand strength and product innovation to differentiate offerings in the market.

Step 3

Utilize omnichannel sales approaches, including e-commerce, retail partnerships, and direct-to-consumer channels, to reach a wide audience. Implement data-driven marketing and personalized experiences to enhance customer engagement and loyalty.

Step 4

Continuously monitor performance metrics, such as sales revenue, customer acquisition, and brand sentiment, to optimize the strategy and ensure alignment with Nike's overarching objectives of innovation, inspiration, and global reach. algum texto do corpo

The final sale strategy will be :

Our sales strategy who aligns with Nike's company goals, would prioritize leveraging the brand's strength, innovation, and global reach. It would focus on enhancing customer engagement, integrating sustainability, embracing digital transformation, and fostering collaboration to drive growth and reinforce Nike's position as a global leader in athletics.



To optimize revenue and profitability,

1. Target Marketing Tailor marketing efforts and product offerings to meet the needs and interests of these segments, ensuring maximum appeal and engagement.
2. Sales Channels: Utilize a diverse range of sales channels, including e-commerce platforms, brick-and-mortar retail locations, wholesale partnerships, and direct sales channels
3. Pricing Strategies: Consider factors such as production costs, competitor pricing, and perceived value by customers. Implement dynamic pricing tactics, discounts, and promotions to stimulate demand and maximize profitability without sacrificing brand integrity.



Event Planning

“Nike Innovation Showcase” Event



Event Components:

1. Product Exhibition: Set up interactive displays and exhibits featuring Nike's newest product innovations, including performance running shoes, sustainable materials, and advanced sports apparel. Attendees can explore the latest designs, technologies, and features firsthand.
2. Technology Demonstrations: Host demonstrations and workshops showcasing the technology behind Nike's products, such as Nike Flyknit, Nike React foam, and Nike Air cushioning. Provide insights into how these innovations enhance performance, comfort, and sustainability.
3. Athlete Engagements: Invite Nike-sponsored athletes to participate in Q&A sessions, panel discussions, and live demonstrations. Athletes can share their experiences with Nike products and provide insights into how they incorporate innovation into their training and performance.

5. Interactive Experiences: We will offer interactive experiences such as virtual reality simulations, augmented reality games, and immersive environments that allow attendees to engage with Nike's brand story and mission in unique and memorable ways.
8. Exclusive Offers: We will provide exclusive discounts, promotions, and limited-edition product releases available only to event attendees. This incentivizes attendance and creates a sense of exclusivity and urgency among participants



JUST DO IT



Thank you

