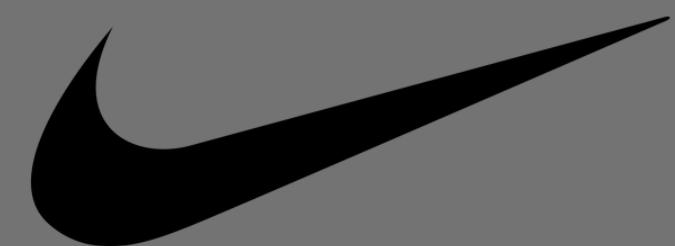




Strategic Management 402

NIKE BRAND ANALYSIS



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What is up?

CONTENS

- 01 - How it all began*
- 02 - What we did*
- 03 - Corporate Strategy?*
- 04 - Business Strategy?*
- 05 - Functional Strategy?*
- 06 - The Verdict*
- 07 - What we missed!*

Presented by the
Department of Nike Archives

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⁰¹ HOW IT ALL STARTED

*Bill Bowerman & Phil Knight founded
Blue Ribbon Sports in 1964.*

Bill = The athlete

Knight = The coach

1972 - The Moon Shoe





This waffle iron is similar to the one used by Bill Bowerman to create the "waffle" sole. Mrs. Bowerman wisely tossed the original one because "it was glued shut."

THE MOON SHOE

The Prototypes of the Waffle Trainer

Buoyed by the successful reaction to Nike shoes at the NSGA trade show, BRS seized the upcoming US Track & Field Olympic Trials in Eugene as a platform to spread the word about Nike. Nylon footwear uppers were air-freighted from Japan. Bowerman's waffle outsoles were hand-cut from rolls of rubber sheets made in Eugene. Geoff Hollister glued them together and then gave them to a dozen or so competitors to wear for training or on the infield at Hayward Field.

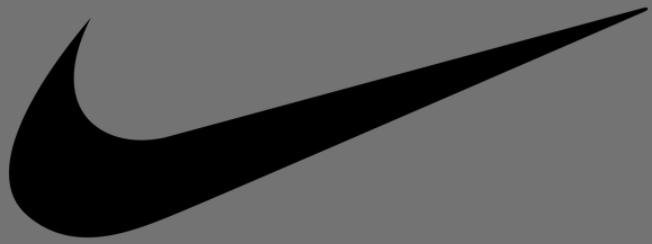
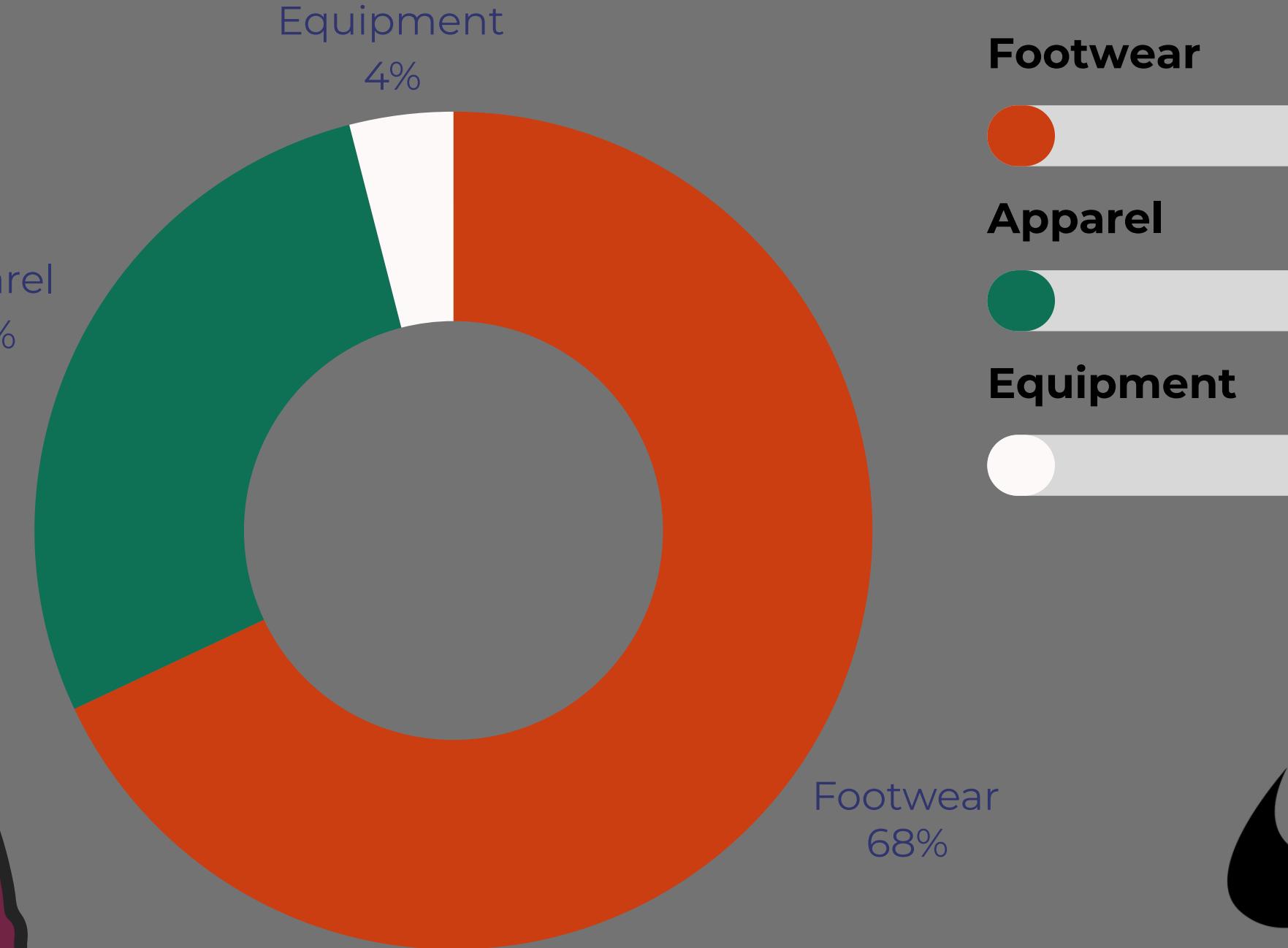
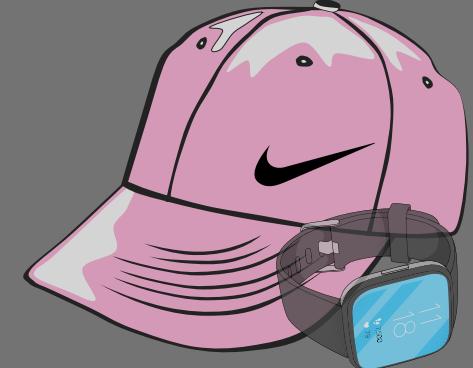
The hand-cobbled footwear quickly picked up the nickname "Moon Shoe" because the waffle-marked footprints they left in the dirt were reminiscent of those being left on the moon around that same time by the Apollo astronauts.

Those early prototypes were crude, but runners liked the feel and traction of the waffle sole, which would lead to the development of the iconic Nike Waffle Trainer in 1974.

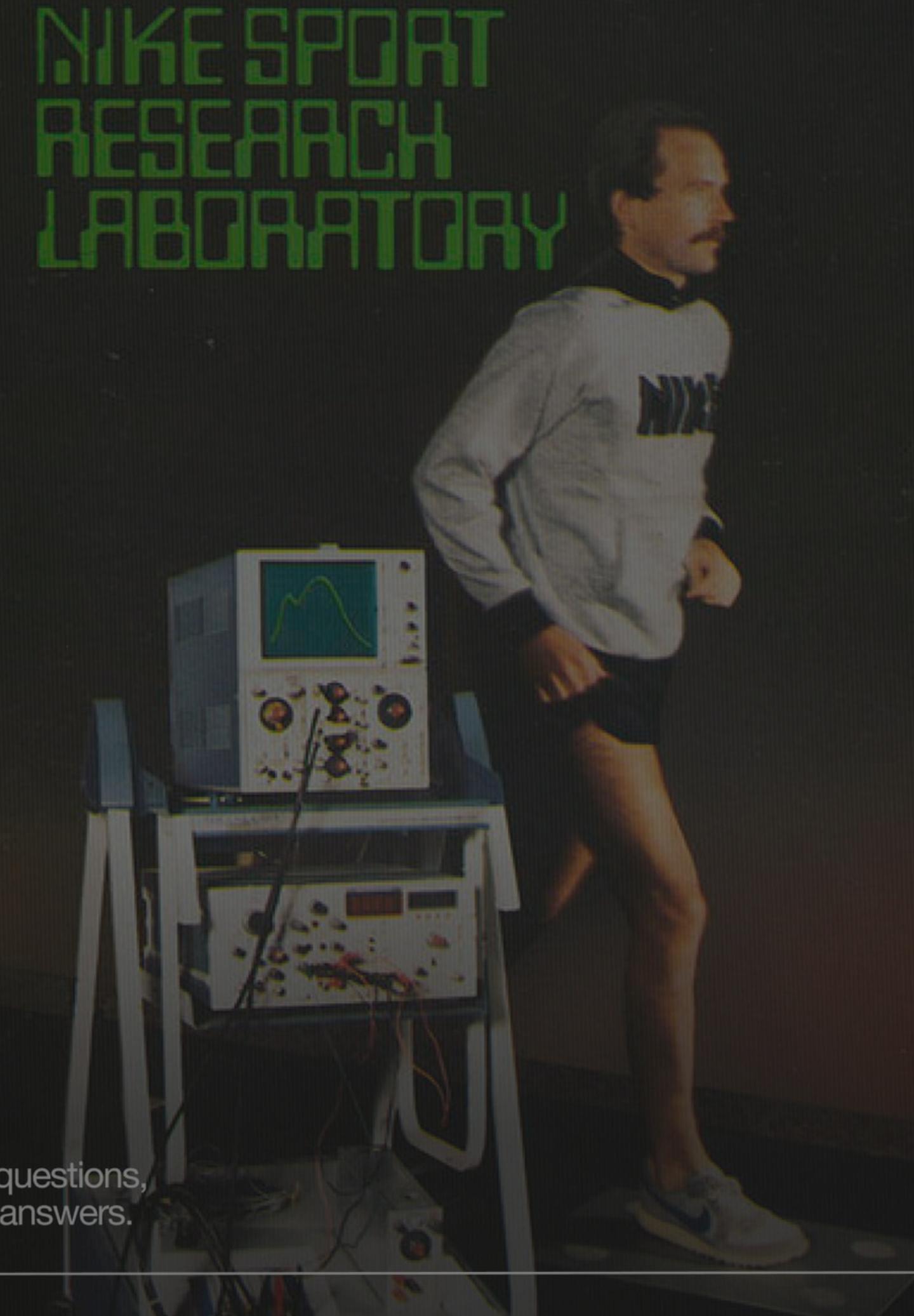
AFTER THE NEW NIKE DESIGNERS SET TO WORK DEVELOPING THE BEST POSSIBLE SHOE, THEY TURNED TO THE EXPERTISE OF THE WORLD'S LEADING TRACK & FIELD SPECIALISTS.

A close-up photograph of a vintage Nike Waffle Trainer shoe. The shoe has a tan or beige upper with dark laces and a dark, textured sole. The sole features a prominent waffle pattern. The shoe is displayed on a clear acrylic stand against a wooden background.

HOW IS IT GOING



NIKE SPORT
RESEARCH
LABORATORY



02 WE WANTED TO
UNDERSTAND NIKE

So we analysed,

- Corporate Strategy
- Business Strategy
- Functional Strategy

To find an answer to the question...

*Does Nike has Sustainable
Competitive Advantage?*

 Let's Find
Out!

03 CORPORATE STRATEGY

Chopped the corporate strategy using,

- PESTEL Analysis
- Blue & Red Ocean Strategy



The corporate strategy governs long term plans and goals

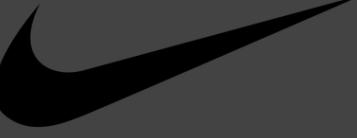
Year:
1978

Story:
Circa 72

Dept. of
Nike Archives

From a tradition-breaking innovation,
for the next era of trailblazers.

PESTEL ANALYSIS



POLITICAL ENVIRONMENT

As the company is headquartered in US, the company enjoys stable political environment



ECONOMICAL ENVIRONMENT

A volatile inflation trends after the pandemic continue to put pressure on the company turnover

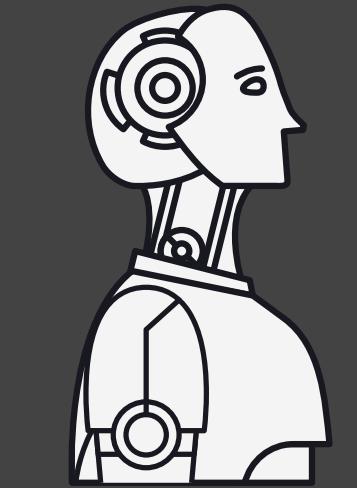


SOCIAL ENVIRONMENT

Nike is considered a brand of status in some categories. With continued commitment to quality, Nike was able to retain market capitalization.

TECHNOLOGICAL ENVIRONMENT

As a company pioneered in innovation and early adoption, Nike continues to thrive as a brand with a strong application of modern technology.



ENVIRONMENTAL IMPACT

Although company is committed for sustainable energy targets, it is unclear for what extend the company is applying them in practice.



LEGAL ENVIRONMENT

Nike as a multinational company, continues to engage in legal proceedings and compliance requirements.

Red Ocean



Nike TC 7900

Women's shoes

4 Colours

\$132.99 ~~\$180~~

26% off

Sustainable Materials

Nike Dunk Low Next Nature

Women's Shoes

5 Colours

\$132.99 ~~\$160~~

16% off



Sustainable Materials

Nike Dunk Low Next Nature

Women's Shoes

1 Colour

\$132.99 ~~\$160~~

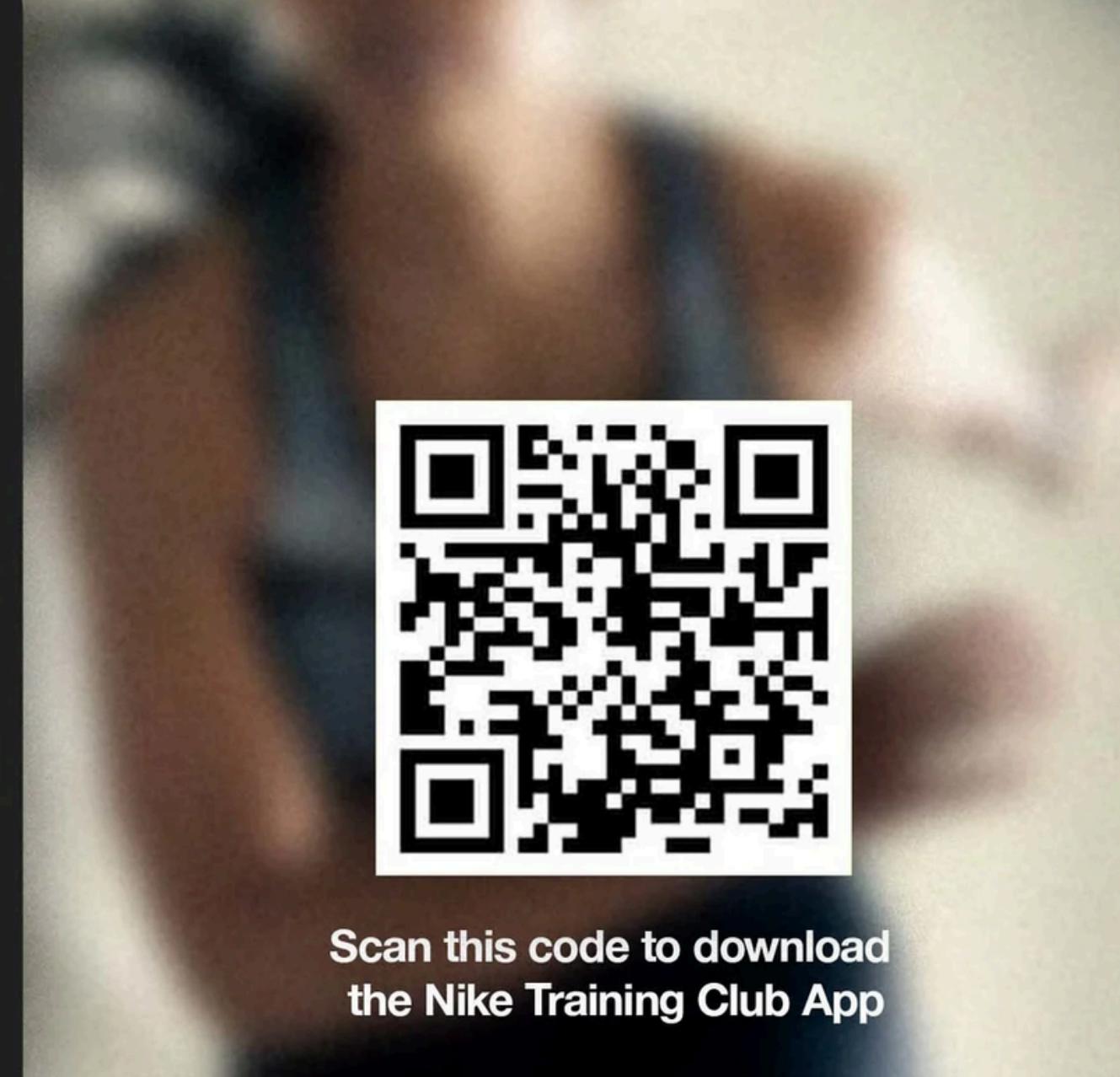
16% off

Blue Ocean



10-Min Bodyweight Burn:
Low-Impact Activation
With Tara Nicolas

A woman in a black top and purple leggings performs a sit-up exercise. Another person's hand is visible, assisting her. The video thumbnail has a play button icon in the top right corner.



12:15
Today - 9:35am
Monday Morning Run

3.12 Miles

8'21" Avg. Pace 23:29 Time 442 Calories

56 ft Elevation 159 Avg. Heart Rate 167 Cadence Gain

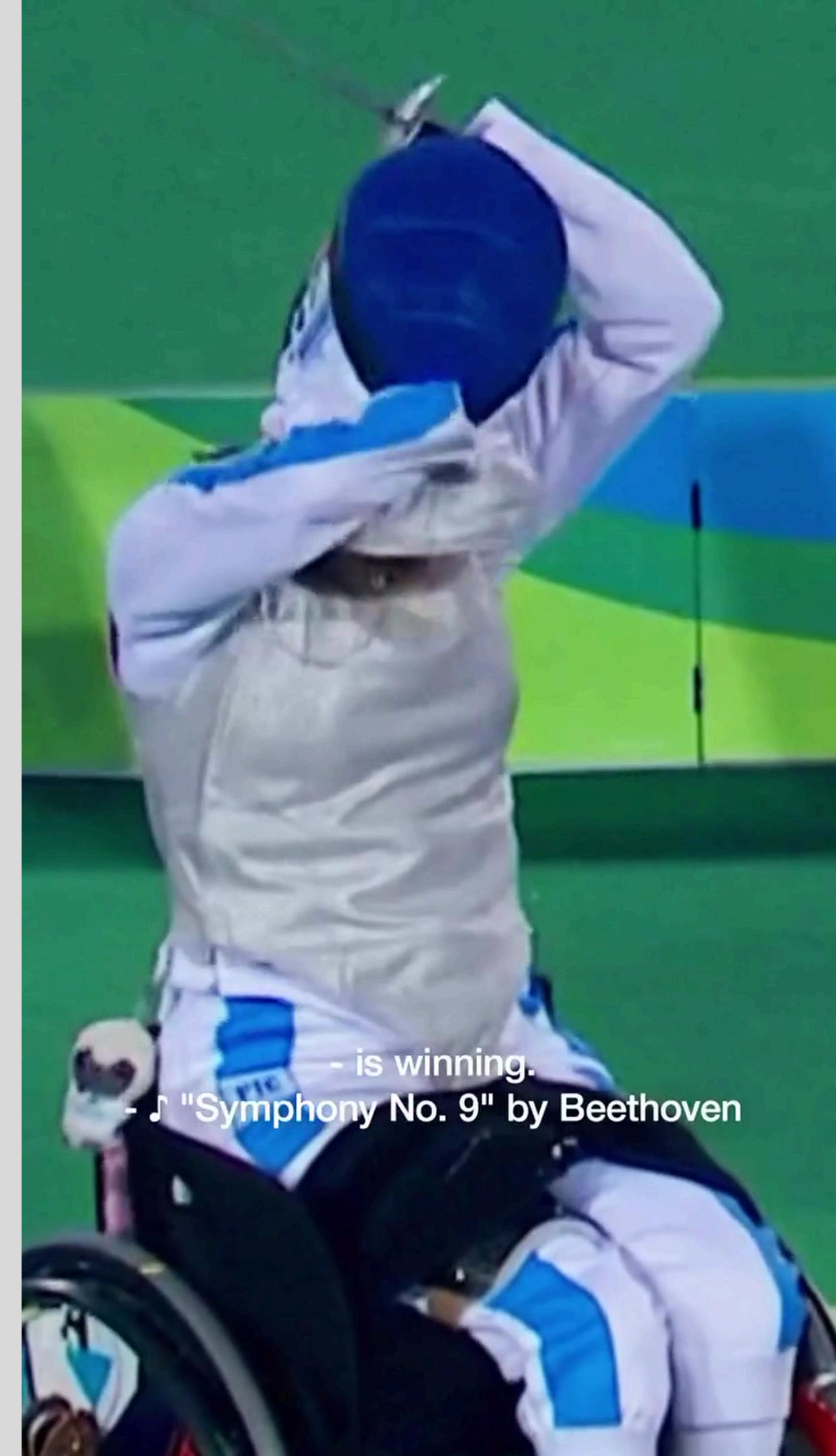
Brooklyn, NY

3 mi

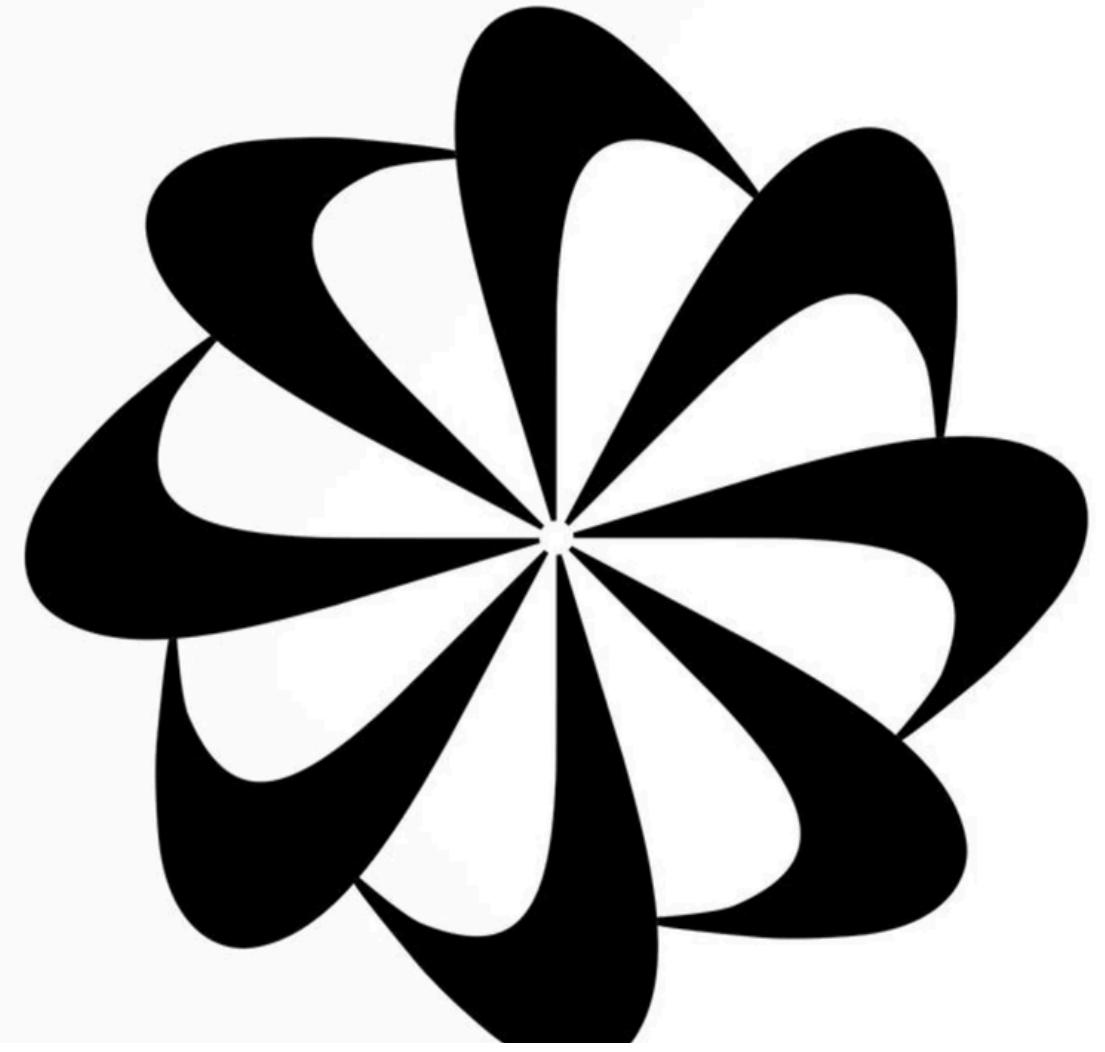
A screenshot of a mobile running app. It shows a summary of a 3.12-mile run from Monday morning. The app displays average pace, total time, calories burned, elevation gain, heart rate, and cadence. A map at the bottom shows the route taken in Brooklyn, NY.

Five Forces Model

NIKE IS DIFFERENT



- is winning.
- ♪ "Symphony No. 9" by Beethoven



MOVE TO ZERO



Nike By You

What's Your P.I.D.?

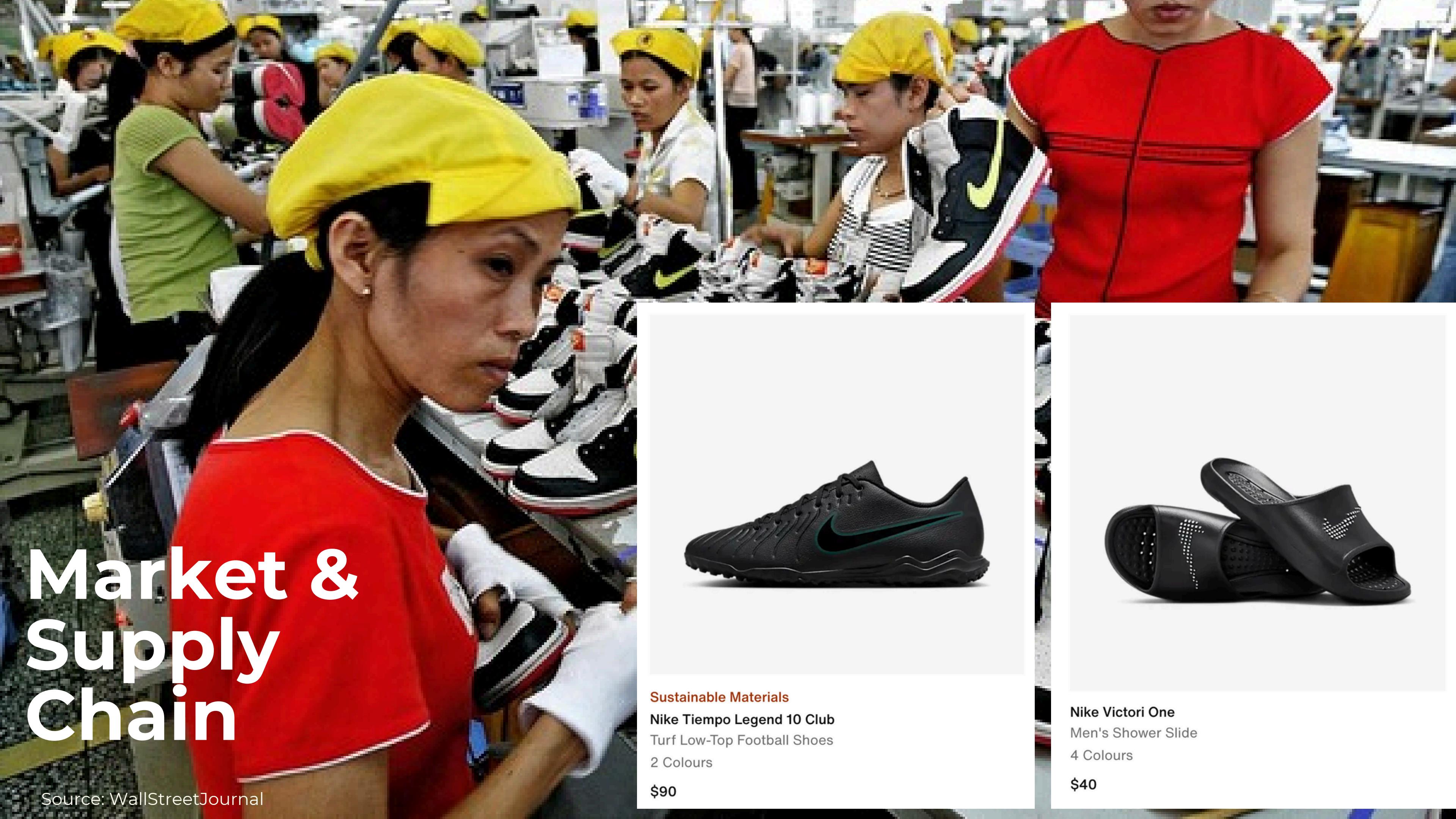
Like your shoe signature, your personal I.D. is any combo of letters and numbers that rep you. Maybe it's a nickname, a mantra or your lucky number — it can be almost anything. Pick your P.I.D., and show the world who this signature shoe belongs to.

Customise



Market & Supply Chain

Source: WallStreetJournal



Sustainable Materials

Nike Tiempo Legend 10 Club
Turf Low-Top Football Shoes
2 Colours

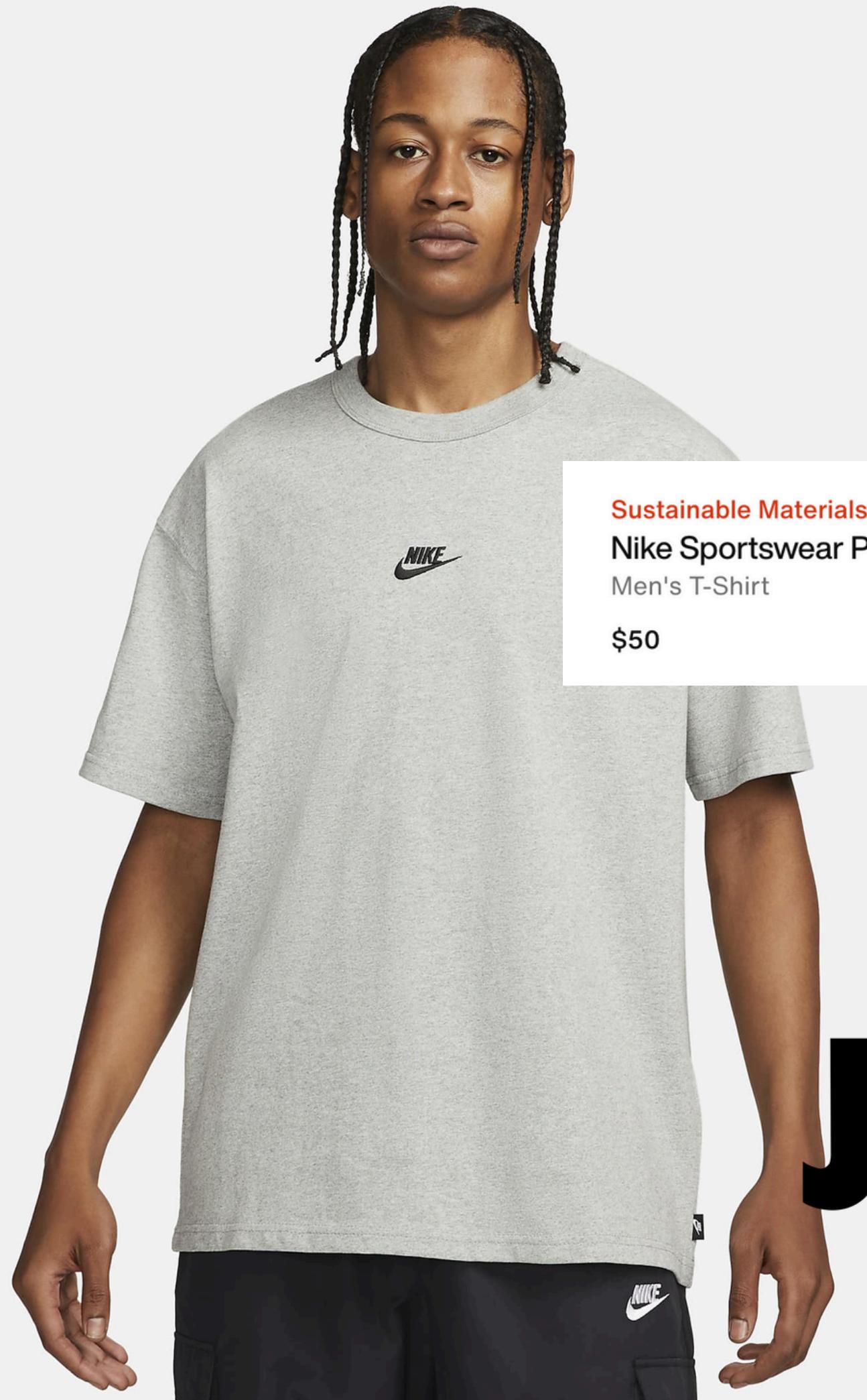
\$90



Nike Victori One
Men's Shower Slide
4 Colours

\$40





Sustainable Materials

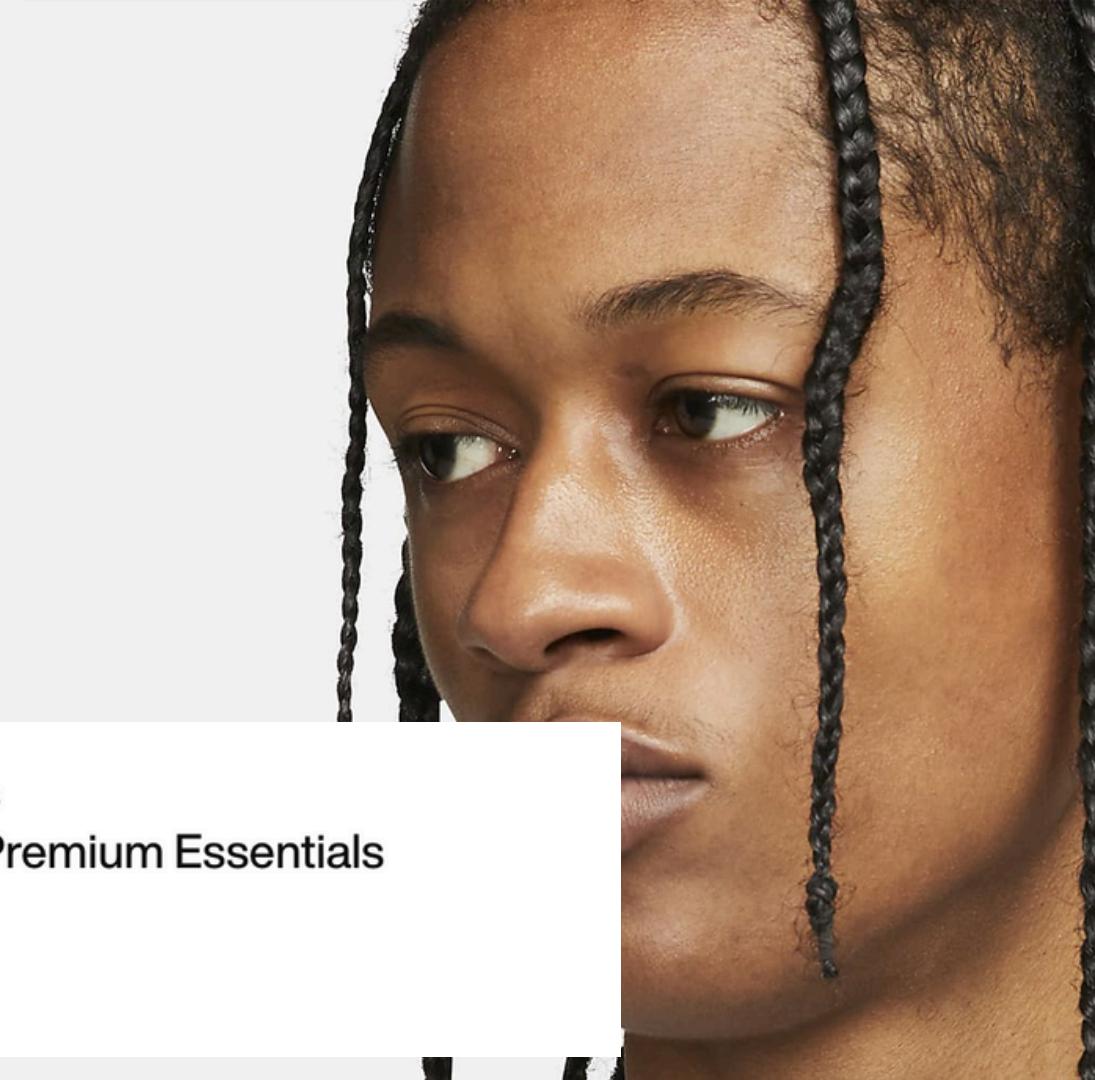
Nike Sportswear Premium Essentials
Men's T-Shirt

\$50

JUST DO IT.



images source: NIKE





images source: Business Insider



T

A / ADIDAS 03.11.22 BALENCIAGA / ADIDAS



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images source: Adidas

NIELS
VINK

Sustainable Competitive Advantage



JALEN: Are you serious right now?

Find related content



JUST DO IT.





WHAT DID WE MISS?? YOU
CAN,

ASK

The END...

