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# ***GLOBAL SOURCING AT NIKE***

## **Group 10**

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# 1 Overview

With its *virtual (network) structure*, Nike has a global network of over 500 supplier factories from 37 countries. Managing such a large network of suppliers is a challenge, especially when it comes to ensuring that the suppliers comply with the company's standards. Below are the pros and cons of this structure.

Pros	Cons
- Increased productivity - Cost efficiency	- Lack of control over suppliers - Problems with partners may occur

Table 1: Pros and cons of Nike's virtual (network) structure

Nike has been criticized for its poor working conditions in its supplier factories, and the company has taken several steps to improve the situation. In this report, we will discuss the ethical issues that Nike faced, and the actions that the company took to address them. Finally, we will discuss the current challenges that Nike faces, and provide recommendations for the company to overcome them.

## 2 Ethical Issues Nike Faced

### 2.1 Labor Exploitation

As mentioned in *Overview*, managing a large network of suppliers is a challenge, with a lack of control over suppliers being one of the main problems. This lack of control can lead to labor exploitation, which is what happened in Nike's case. The company faced many ethical issues, such as substandard housing, low wages, occupational health and safety problems, child labor and even human trafficking.

Initially, Nike denied the responsibility with arguments such as, *"It is not within Nike's scope to investigate labor violations."*, *"It is subcontractor's fault"* and *"We are contributing to the economies of undeveloped countries and woman workforce."*

### 2.2 First Actions

After defending itself, Nike also took some actions to address the issues. The first one was to create a **Code of Conduct** which defines and regulates the working conditions of

the supplier factories. Second one was to establish the **Corporate Social Responsibility** (CSR) department. Pros and cons of these actions are discussed below.

Pros	Cons
<ul style="list-style-type: none"> <li>- Initiating a legal base</li> <li>- Transparency</li> <li>- Systematic approach of corporate responsibility</li> </ul>	<ul style="list-style-type: none"> <li>- Easy to evade by suppliers</li> <li>- Hard to supervise and maintain</li> </ul>

Table 2: Pros and cons of first actions taken by Nike

These actions were, however, not enough to solve the problem. The two main reasons for this are:

- ◆ **Lack of supplier collaboration:** Inadequate collaboration and communication with suppliers led to ethical noncompliance.
- ◆ **Cultural and legal differences:** Operating in different countries means dealing with diverse cultural norms and legal frameworks.

### 3 Supply Chain Improvements

#### 3.1 Country Risk Index

#### 3.2 Manufacturing Index

#### 3.3 Reorganizing Global Sourcing & Manufacturing

### 4 Global Sourcing at Nike

#### 4.1 Focusing on Long-Term Suppliers

#### 4.2 Supplier Compliance

#### 4.3 Building a Supplier Capability

### 5 Conclusion & Recommendations

#### 5.1 Current Challenges

#### 5.2 Recommendations

## **A Appendix**