Hello Steven

Great post. In my post also analyzed Nike. Your SWOT analysis is well-detailed and easy to understand. Although Nike is a big company operating in the competitive market environment, it is doing incredibly well. However, Nike is more dependent on the U.S market and little diversified beyond footwear and sports apparel. Thus, the company needs to watch on threats linked with these weaknesses and other emerging counterfeited products. Looking at TOW strategies, I think Nike needs to use excellent marketing strategies to penetrate global markets like Asian markets. Investing in international markets will reduce Nike's dependence on US markets. Today Asian markets have the fastest growth rate in the world. Also, Nike can use its marketing to innovate new products design to remain leading in the competitive market. Adidas is the biggest Nike competitor. Nike and Adidas compete across numerous industries, including footwear, apparel, sports equipment, and accessories. However, the sophisticated marketing strategy and innovation on product design and quality will set Nike apart from its competitors. Lastly, with the ongoing covid- 19 pandemic, consumers have grown more price-conscious, and retailers are seeking more significant margins. Thus, Nike should check on its prices and acquire its supply chains to reduce the dependence on independent manufactures.