

 Name :- Krish Munjal
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Roll No:- 4299,4238

Product :- Sneakers(Nike)



- Nike, originally known as Blue Ribbon Sports (BRS), was founded by University of Oregon track athlete Phil Knight and his coach, Bill Bowerman, on January 25, 1964.



The first Air Jordan shoe was produced for basketball player Michael Jordan during his time with the Chicago Bulls on November 17, 1984 and released to the public on April 1, 1985





Brand offering & Product name

- There are many brands who are offering the sneakers like:- Nike, puma, adidas, new balance and many more
- .So I have taken a Nike brand sneakers
- .Their product name is :- Nike men's Jordan 1 Retro High Sneaker



Raw material Required to make a Nike air Jordan

- Leather :- High-quality leather, often sourced from premium tanneries,
- synthetics :- Lightweight and breathable synthetics are employed for the overlays and underlays,
- Rubber :- Durable rubber outsoles are used for traction and grip,

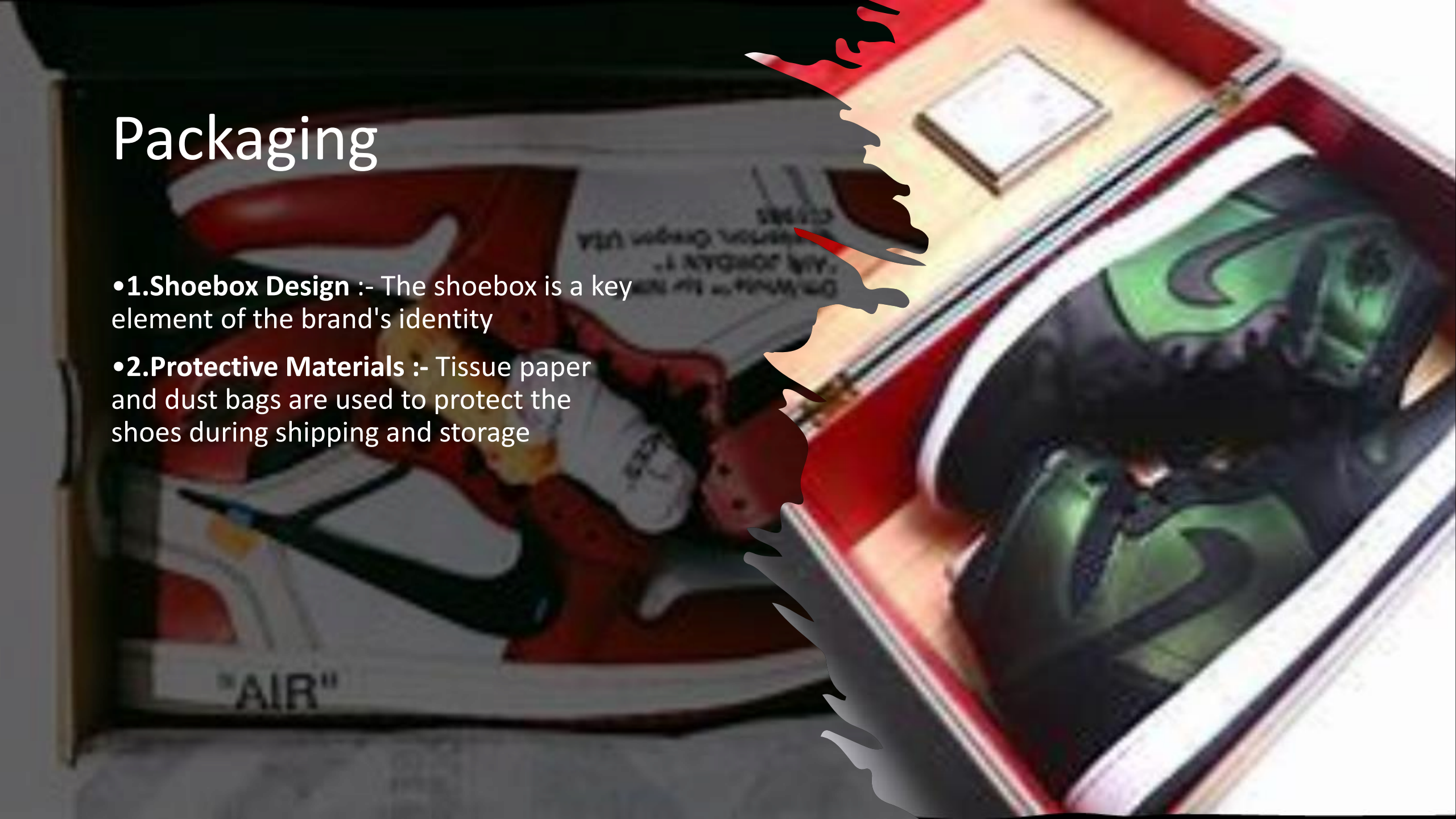


Transformation process

- **1. Pattern Making** :-Shoe patterns are created based on the design specifications, .
- **2. Material Cutting** :-The raw materials are cut according to the patterns,
- **3. Stitching and Assembly** :-The cut pieces are stitched together, forming the upper, midsole, and outsole of the shoe.
- **4. Finishing**Final :- touches are added, including logos, laces, and branding details,

Packaging

- **1. Shoebox Design** :- The shoebox is a key element of the brand's identity
- **2. Protective Materials** :- Tissue paper and dust bags are used to protect the shoes during shipping and storage



Inventory management
Warehousing, Transportation & Distribution

***Inventory Management**

***Warehousing and Storage**

***Transportation and Distribution**





THANK YOU!

