

## *Case study of Nike Brand*

*The company was founded on January 25, 1964, as "Blue Ribbon Sports", by Bill Bowerman and Phil Knight, and officially became Nike, Inc. on May 30, 1971. The company takes its name from Nike, the Greek goddess of victory.*

*Bill bowerman planned to bring cheaper, imported shoes from japan to compare with German shoes. This was the beginning of a company called Blue Ribbon Sports. Today, we know that company has Nike. This is Environment. Nike received Ethical Consumer's worst rating for its cotton sourcing policy, because it lacks a clear approach to use of pesticides and herbicides. While today's consumers know Nike as broad-based athletic footwear, equipment and apparel company,*

*Nike's beginning was rooted exclusively in shoes for elite distance runners. The story of Nike provides a compelling case study of how a company entered one target market, and then used its success therein as a springboard to expand into other segments. Here, we look in greater depth at Nike's entrepreneurial roots, at how the capabilities Nike developed in running shoes enabled the company to expand into other market segments, and at how a company started on a mere \$1000 investment became one of the world's best known brands. Nike, the athletic footwear and clothing manufacturer, is a good example of a multinational corporation that has incorporated corporate social responsibility into its overall business strategy. In fact, Nike might argue that the move was necessary for its survival. This is the case study I was done on Nike brand.*