

Nike E-Commerce _

The Ultimate Sportswear Destination

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Revolutionizing the Way You Shop for Nike
Products

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Introduction

Introduction

Marketplace Type: **General E-Commerce**



Main Focus:

- Our marketplace focuses on delivering premium Nike products, including shoes, apparel, and accessories, directly to customers. It aims to provide an innovative and authentic shopping experience, bridging the gap between quality-conscious customers and genuine Nike merchandise.
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Problem Statement

Problem Statement

✗ Market Gaps:

- Limited stock availability in physical stores. Customers often struggle to find their desired Nike products in one place.
 - Fake & unauthorized Nike products in the market.
 - Lack of personalized shopping recommendations.
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Our Solution

Our Solution

Nike-Certified E-Commerce Platform

- One-stop online store with 100% authentic Nike products.
 - AI-powered personalized recommendations.
 - Fast delivery & hassle-free returns.
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Market Opportunity

Market Opportunity



Industry Stats:

- Global sportswear market: \$400+ billion (by 2025)
- E-commerce in sportswear: 20% annual growth



Target Audience:

- Fitness Enthusiasts (18-35 years old) – Sports, running & gym lovers.
- Fashion-Conscious Shoppers – Branded & stylish apparel buyers.
- Professionals & Casual Wear Users – Quality & design-focused customers.

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Business Model

Business Model

✓ Revenue Streams

- **Product Sales** – Direct online sales of Nike shoes & apparel.
- **Memberships** – Exclusive discounts & early access for members.

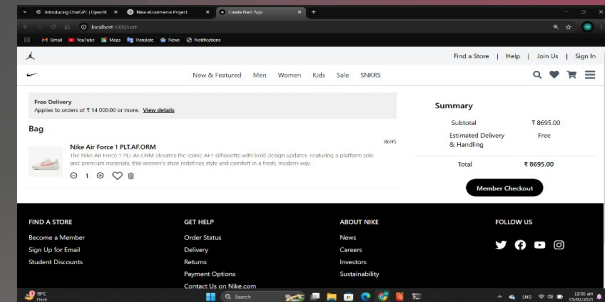
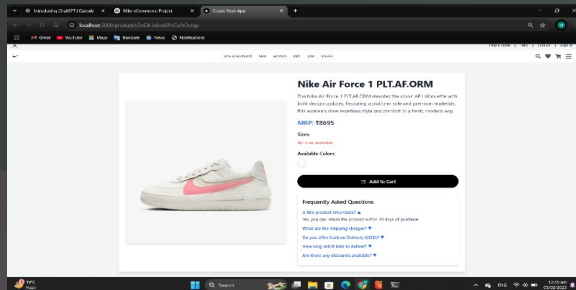
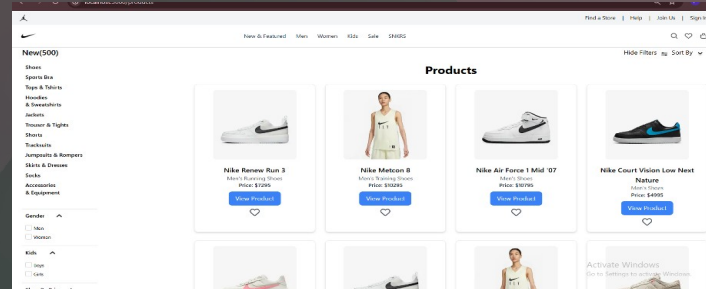
Goal: Deliver authentic Nike products with a smooth online shopping experience!

✓ Customer Acquisition

- **Social Media Marketing** – Instagram, YouTube ads.
- **Influencer Collaborations** – Athletes & sneakerheads promotions.

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Product Overview



Product Overview

- ✓ **Wide Range of Products** – Nike shoes, apparel, and accessories
 - ✓ **Seamless Shopping Experience** – Easy navigation and quick checkout
 - ✓ **Authenticity Guaranteed** – 100% original Nike products
 - ✓ **Smart Recommendations** – AI-powered suggestions based on preferences
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Marketing Strategy

Marketing Strategy



Customer Reach Tactics:

- ✓ **Targeted Ads** – Instagram, TikTok, YouTube
 - ✓ **Influencer Collaborations** – Athletes & sneakerheads
 - ✓ **SEO & Content** – Blogs, reviews, and rankings
 - ✓ **Loyalty & Referrals** – Rewarding repeat customers
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Thanks

"Grateful for your time and consideration."

Let's create a future we can all be proud of!"
