

# Company – Executive Briefing

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## 1. Executive Summary:

Nike, Inc. is the world's largest American athletic footwear and apparel corporation, headquartered near Beaverton, Oregon, also serving as a major manufacturer of sports equipment. With a market capitalization of \$111.73 billion and trailing twelve-month (ttm) revenue of \$46.31 billion, the company reported a ttm net income of \$3.22 billion. It holds a leading global market position in athletic wear and sports equipment.

## 2. Key Offerings & Business Segments:

**Athletic Footwear:** Extensive range including Lifestyle, Running, Basketball, Football, Golf, Tennis, Gym & Training, Yoga, and Skateboarding shoes (e.g., Air Force 1, Air Jordan 1, Air Max, Dunk, Pegasus, Vomero). Includes iconic sub-brands like Jordan.

**Apparel:** Comprehensive lines of clothing such as tops, t-shirts, shorts, pants, leggings, hoodies, sweatshirts, jackets, gilets, jerseys, kits, sports bras, skirts, dresses, modest wear, maternity, and plus size.

**Accessories & Equipment:** Bags, backpacks, socks, hats, and other athletic equipment.

**Customer Segments:** Products are segmented across Men, Women, and Kids (including Older Kids, Younger Kids, Babies & Toddlers).

## 3. Strategic Direction & Initiatives:

**Personalization & Customization:** "Nike By You" enables customers to customize products.

**Direct-to-Consumer (DTC) Engagement:** The "SNKRS Launch Calendar" and "Join Us" membership program focus on exclusive releases and fostering customer loyalty.

**Sport-Specific Innovation:** Continued development and marketing of specialized gear across a wide array of sports, including Running, Basketball, Football, Golf, Tennis, Gym & Training, Yoga, and Skateboarding.

**Digital Tools:** Offering a "Running Shoe Finder" suggests a focus on digital assistance for product selection.

## 4. Market Positioning & Target Audience:

Nike is positioned as the global market leader in athletic footwear and apparel, catering to a broad target audience ranging from professional athletes to general consumers across all ages and genders, engaging in various sports or seeking lifestyle athletic wear.