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NIKE SWOT & PESTLE ANALYSIS

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Company Name : Nike

Company Sector : Sports Goods

Operating Geography : North America, United States, Global

About the Company :

Nike, Inc. is an American multinational corporation that was founded in the year 1964 as blue-ribbon sports by Bill Bowerman and Phil Knight, went on to become the world's largest manufacturer of sport shoes, apparels and accessories. It is headquartered in Washington County, Oregon, U.S and the retail stores are named as Niketown. Nike's core business model is the design, development, production, and global marketing and sales of footwear, apparel, equipment, accessories, and services. Nike is the largest seller of athletic footwear and apparel in the world. NIKE Brand offers its products mainly in six categories viz., Running, NIKE Basketball, the Jordan Brand, Football (Soccer), Training and Sportswear. The company sells its goods through NIKE-owned retail stores and digital platforms. The company also markets products designed for recreational uses such as American football, baseball, cricket, lacrosse, skateboarding, tennis, volleyball, wrestling, walking, and outdoor activities. Nike's key success factors are its impeccable efforts in research, design, technical innovation, and development. As of early 2023, the company has 79,100 employees worldwide.

Nike's unique selling proposition or USP lies in being the world's largest manufacturer and seller of athletic shoes and apparels. Nike Inc.'s mission statement on its official website reads "Our mission is what drives us to do everything possible to expand human potential. We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work." The Company strives "To bring inspiration and innovation to every athlete in the world."

Revenue :

\$46,710 million – FY ending 31st May 2022

\$44,538 million – FY ending 31st May 2021

SWOT Analysis :

The SWOT Analysis for Nike is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Presence in wide geographical area 2.Follows a "Make to stock" model focusing on fast-track availability of product for customers from available stocks 3.Highly innovative products and strong research and development base 4.Recognized three times as "top 100 companies to work for" 5.Branding product through top athletes of the world. 6.Increase learnings and speed of developing innovative products through NSRL 7.Relentlessly focusing on recycling material and increasing sustainability 	<ol style="list-style-type: none"> 1.Price sensitivity of the retail market 2.SNKRS app pushing away customers 3.Dependence on concentrated source base of contract manufacturers to supply footwear products
Opportunities	Threats
<ol style="list-style-type: none"> 1.Rise in Health and Fitness Trend 2.Growth Opportunities in Asia 3.E-commerce to be a major growth driver 4.Expansion scope as a fashion brand and other products 5.Digital initiative to push deeper connection 6.Partnership with D Sports and Pokemon Go's maker Niantic will increase customer base 	<ol style="list-style-type: none"> 1.Highly dependent on sports segment 2.Intense competition from global top players impacting profit margins 3.Foreign exchange and market risk 4.Inventory availability issues due to lockdowns in Vietnam and Indonesia

PESTLE Analysis :

The PESTLE Analysis for Nike is given below:

Political	Economical
1.Potential trade war due to political differences 2.Closure of business in Russia due to the war	1.Impact of currency fluctuations 2.Rising inflation is impacting the demand of sneakers
Social	Technological
1.Tapping into swimwear to expand the modest wear market 2.Increase in trends such as body fitness and yoga amongst millennials 3.Growing trend of customisation in footwear industry	1.Popularity of digital devices such as smartwatches and wearables 2.Digital innovation and automated solutions to redefine customer experience 3.Leveraging robotics to extend the life of products
Legal	Environmental
1.Strong compliance standards for suppliers 2.Avoiding paying any federal income tax for past three years	1.Managing environmental impact of operations 2.Developing sustainable products

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