

Nike



By Leah Chung (chungle)

Problem-solving products

From the very start...

"Can Japanese sports shoes do to German sports shoes what Japanese cameras did to German cameras?"



more mileage for the money (more styleage, too)

Footed the bills for a family? Mr. Sneakers will give you a run for your money. Heavy-duty materials with top-quality construction give the same wear-and-comfort-as sneakers that sell for dollars more. As for styles—they're all the latest. So remember the name; it's worth looking for. (Left to right) Men's Boat Sneaker with non-slip sole, Women's Round Toe, Children's Racer Sneaker, Children and Toddlers' T-Step.

MR. SNEAKERS



Enjoy Things Together!

Hot, bouncin' Kedsites march.

He bounces kids in all these wonderful colors.

us Keds

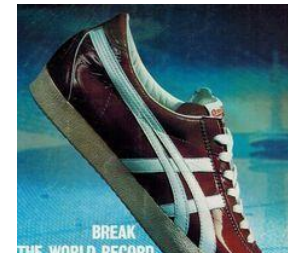
UNITED STATES RUBBER COMPANY • Incorporated, Boston, Mass. 1963



We go right on winning players, coaches, games, fans. Our 48-year record is the lasting testament that makes the sneakers famous—the star of Converse "All Stars".

converse
Chuck Taylor
ALL STAR
MADE IN U.S.A.

CONVERSE RUBBER COMPANY, INCORPORATED
1963



BREAK THE WORLD RECORD WITH TIGER SHOES AT MÜNCHEN 1972

CONVERSE DISTRIBUTOR IN U.S. & CANADA: **Tiger** Trading Co., Ltd. 400 Park Avenue, New York, N.Y. 10022

CONVERSE RUBBER COMPANY, INCORPORATED, 1500 Broadway, New York, N.Y. 10019

For Address of Your Nearest Distributor, Numbers of Registration in U.S.A. 931773 93734



EXPLORE THE NIKE TRADITION.

NIKE

Nike Today

Nike Golf

Nike Pro

Air Jordan

Nike Skateboarding

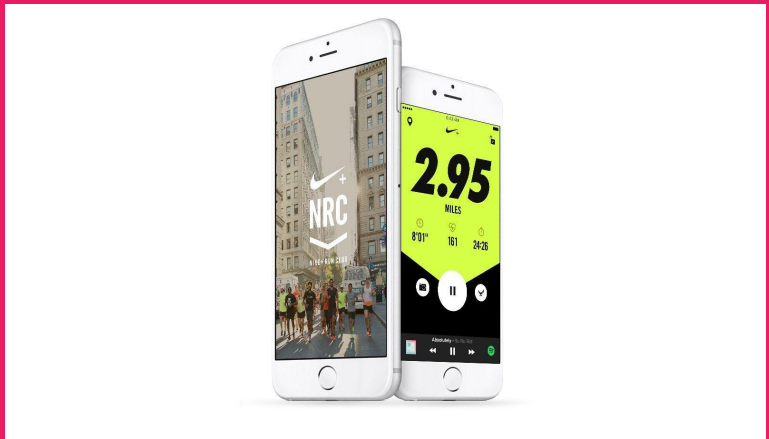
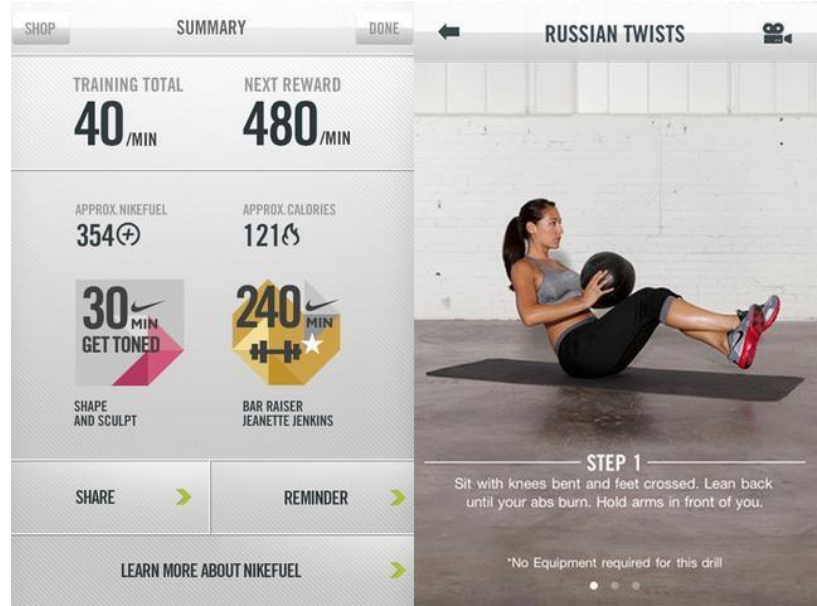
Hurley International

Converse



Fitness Apps

Train and track



Nike's Finances

Is Nike profitable?

Yes

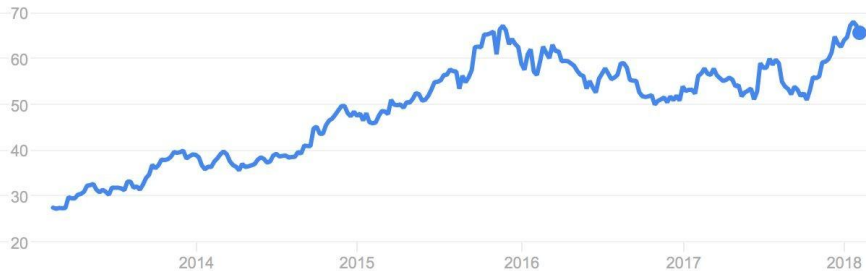
Market summary > Nike Inc

NYSE: NKE - Feb 9, 7:59 PM EST

65.49 USD ↑ 3.00 (4.80%)

After-hours: 65.70 ↑ 0.32%

1 day 5 day 1 month 3 month 1 year 5 year max



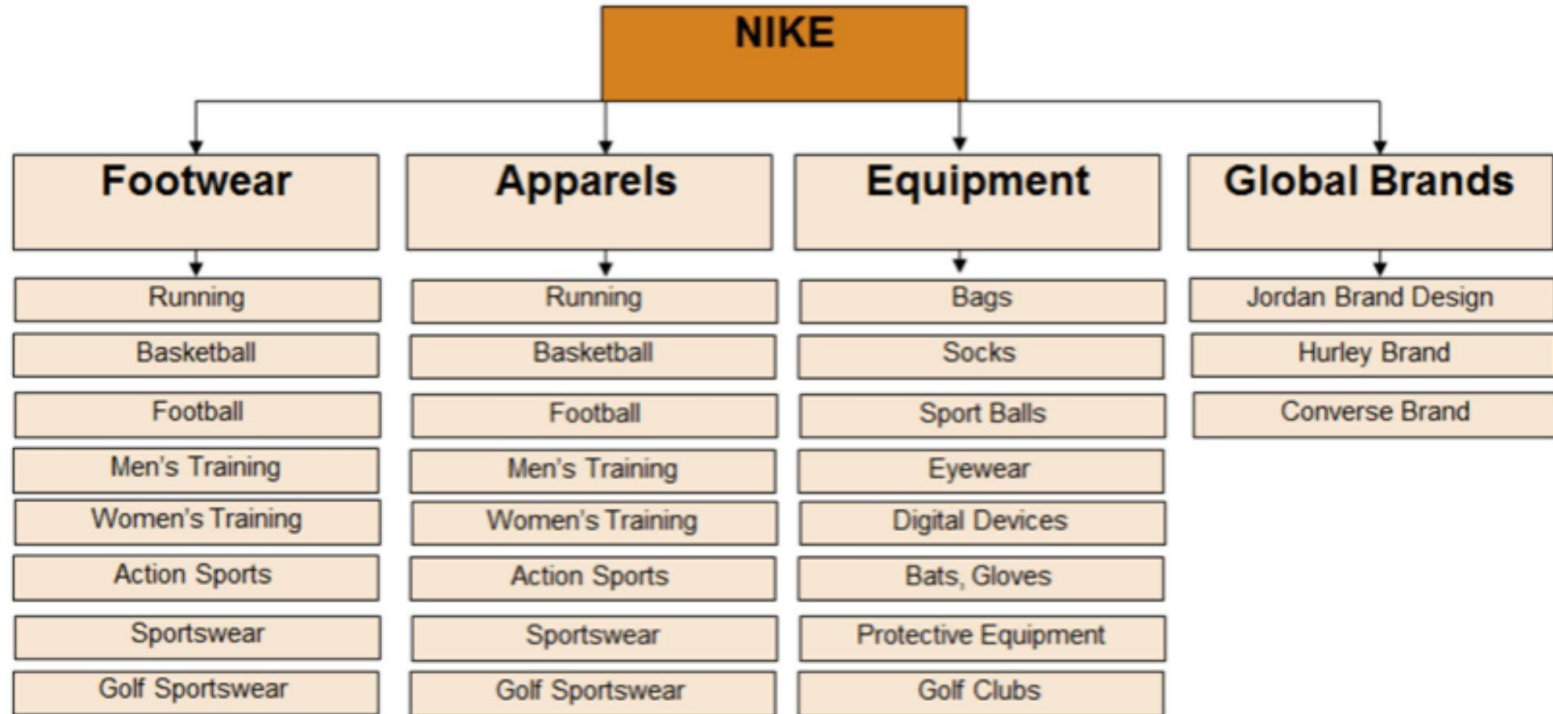
Open	63.76	Mkt cap	106.85B
High	66.05	P/E ratio	28.41
Low	62.84	Div yield	1.22%

2011 - 2017: Forbes most valuable sports brand

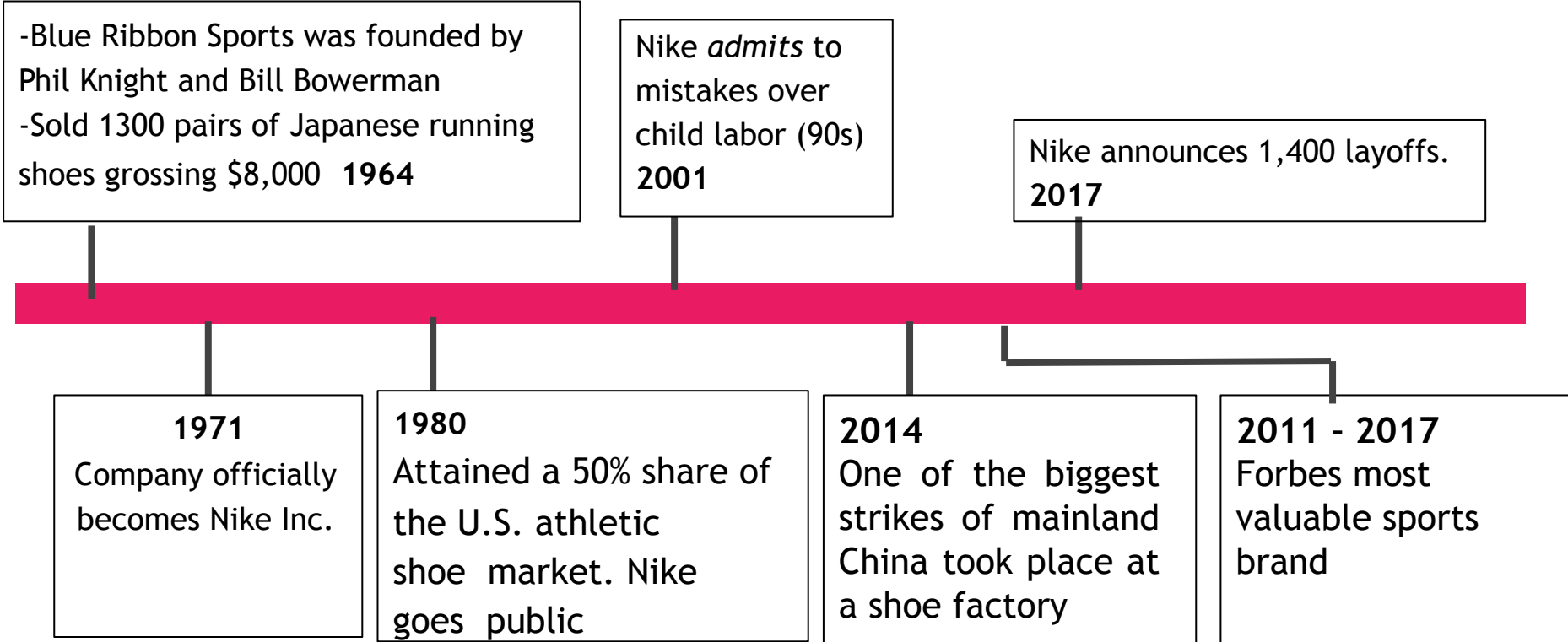
2016 revenues up 6% to \$32.4 billion

As of 2017, Nike brand valued at \$29.6 billion

Business Model



A Brief History



What's hot: Nike Air Jordan



Nike Tanjun (\$65)



*“If you have a body,
you are an athlete” -
Bill Bowerman*



Markets

- Footwear
- Athletic Apparel
- Athletic Gear/Equipment

Nike is a Mover and a Shaker





Competition




	Stylish	Affordable Options	Fitness Apps	NBA Contract	Soccer Influence
Nike					
Adidas					
Under Armour					
Puma					

2016:

Nike had 52 shoes in the
top 60 (86.6%)
Adidas had 2 (3.3%)

2017:

Nike had 35 in the top 60
(58.3%)
Adidas grew to 24 (40%).

	U.S.A	Western Europe	China
Nike			
Adidas			

Nike better hold on
tight...



Predictions

Is Nike here to stay? Yes

Contract with NBA (8 year apparel deal starting in the 2017-18 season)

F.C. Barcelona (worth ~155 Million Euros per season)

Resource

<https://news.nike.com/news/nike-inc-reports-fiscal-2016-fourth-quarter-and-full-year-results>

<https://www.forbes.com/sites/mikeozanian/2014/10/07/the-forbes-fab-40-the-worlds-most-valuable-sports-brands-2014/#161224ad3885>

<https://revenuesandprofits.com/how-nike-makes-money-understanding-nike-business-model/>

<http://mallenbaker.net/article/clear-reflection/nike-and-child-labour-how-it-went-from-laggard-to>

[-leader](#)

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<https://www.bizjournals.com/portland/news/2017/06/15/nike-announces-1-400-layoffs-new-corporate.html>

<https://www.statista.com/statistics/278834/revenue-nike-adidas-puma-footwear-segment/>

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