

Nike

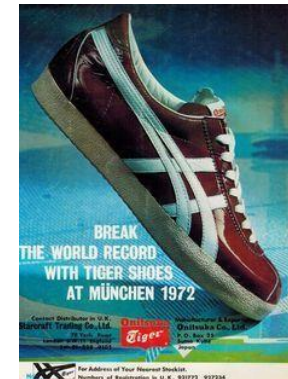


By Leah Chung (chungle)

Problem-solving products

From the very start...

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



Nike Today

Nike Golf

Nike Pro

Air Jordan

Nike Skateboarding

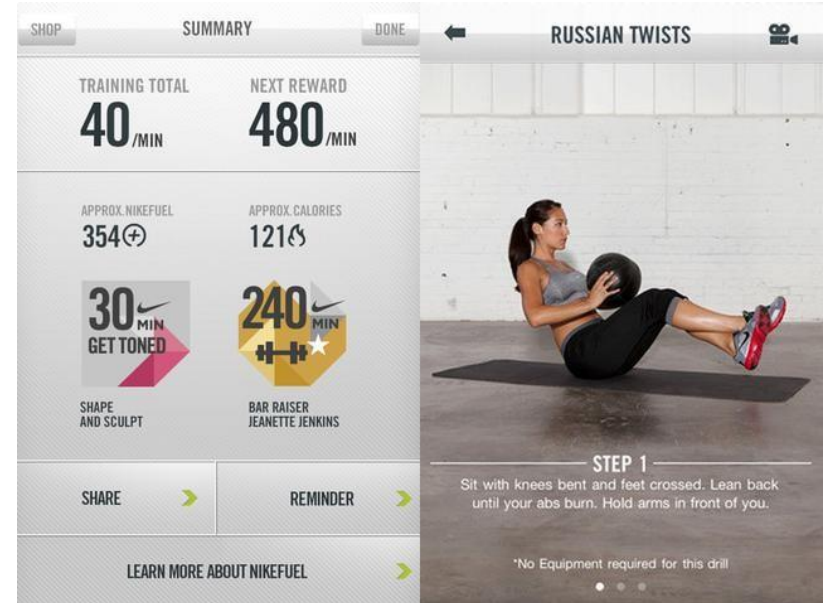
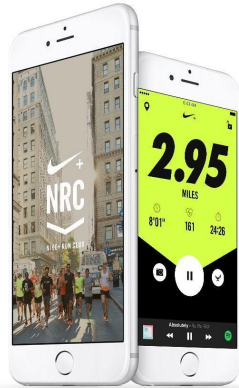
Hurley International

Converse



Fitness Apps

Train and track



Nike's Finances

Is Nike profitable?

Yes

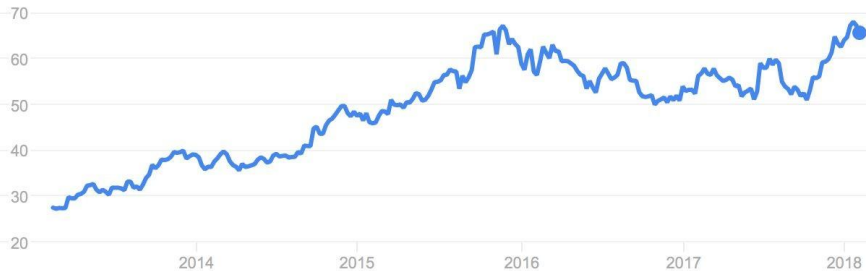
Market summary > Nike Inc

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



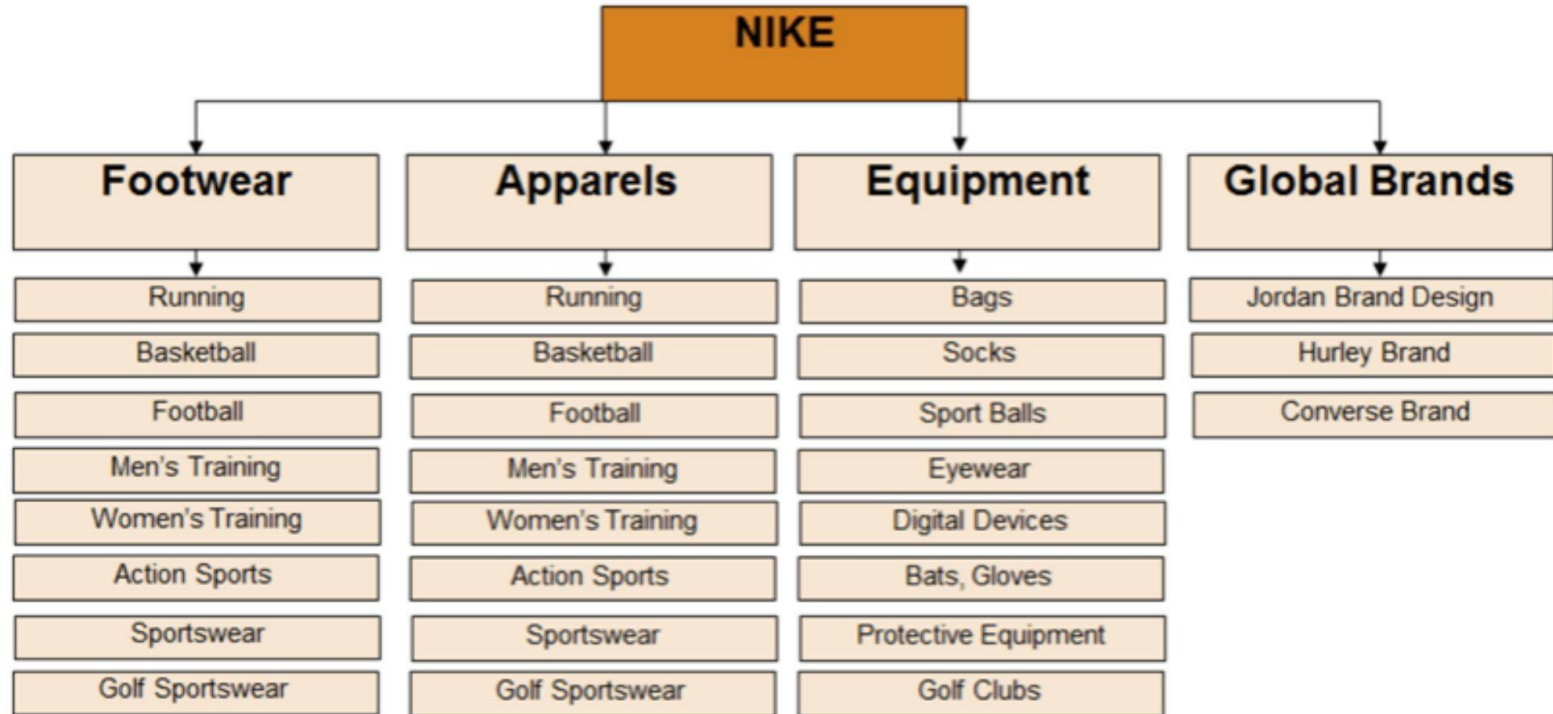
Open	63.76	Mkt cap	106.85B
High	66.05	P/E ratio	28.41
Low	62.84	Div yield	1.22%

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

-Blue Ribbon Sports was founded by Phil Knight and Bill Bowerman
-Sold 1300 pairs of Japanese running shoes grossing \$8,000 **1964**

Nike *admits* to mistakes over child labor (90s)
2001

Nike announces 1,400 layoffs.
2017

1971

Company officially becomes Nike Inc.

1980

Attained a 50% share of the U.S. athletic shoe market. Nike goes public

2014

One of the biggest strikes of mainland China took place at a shoe factory

2011 - 2017

Forbes most valuable sports brand

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>

<https://www.commondreams.org/headlines01/1020-01.htm>

<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/>

<http://www.clb.org.hk/en/content/defeat-will-only-make-us-stronger-workers-look-back-yue-yue-n-shoe-factory-strike>