

# 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**

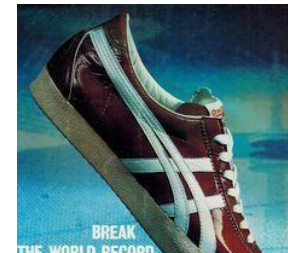
UNITED STATES RUBBER COMPANY • Incorporated, Boston, Mass. 1963



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  
1000 10th Street, Boston, Massachusetts 02111  
For Details (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

SOLE IMPORTERS & EXPORTERS: **Onitsuka Co., Ltd.** 1-3-1 Honcho, Asahi-ku, Osaka 545, Japan

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



**EXPLORE THE NIKE TRADITION.**

NIKE

# Nike Today

Nike Golf

Nike Pro

Air Jordan

Nike Skateboarding

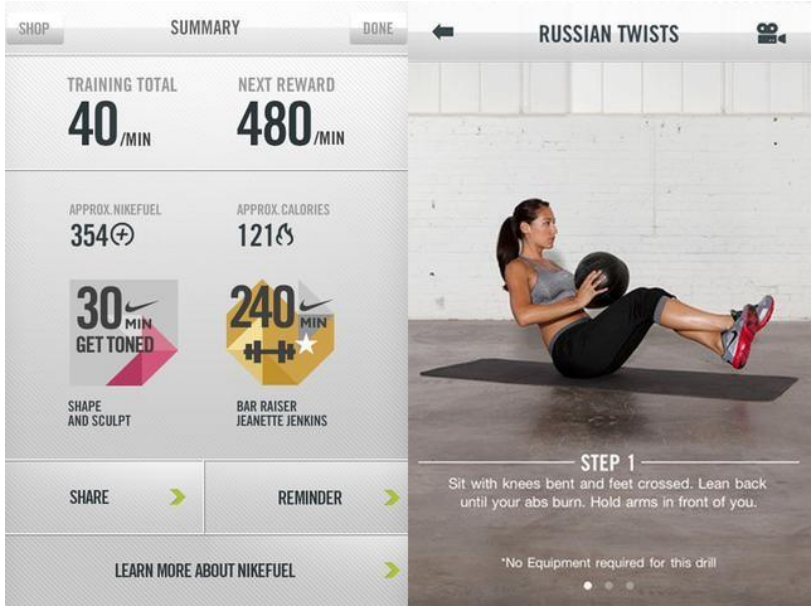
Hurley International

Converse



# Fitness Apps

## Train and track



# Nike's Finances

Is Nike profitable?

Yes

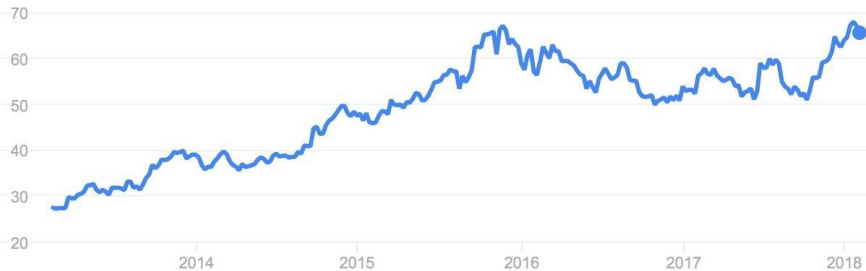
Market summary > Nike Inc

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%

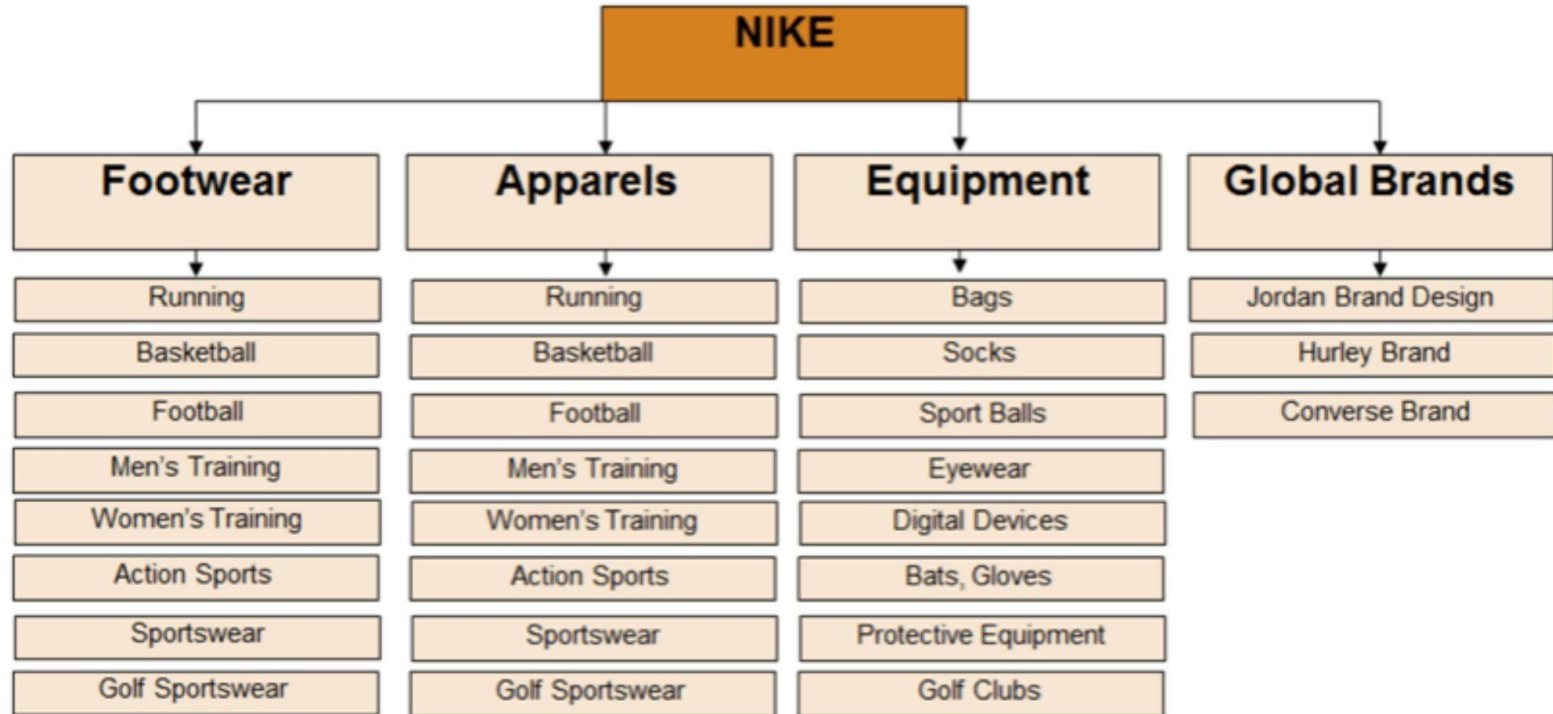
2011 - 2017: Forbes most valuable sports brand

2016 revenues up 6% to \$32.4 billion

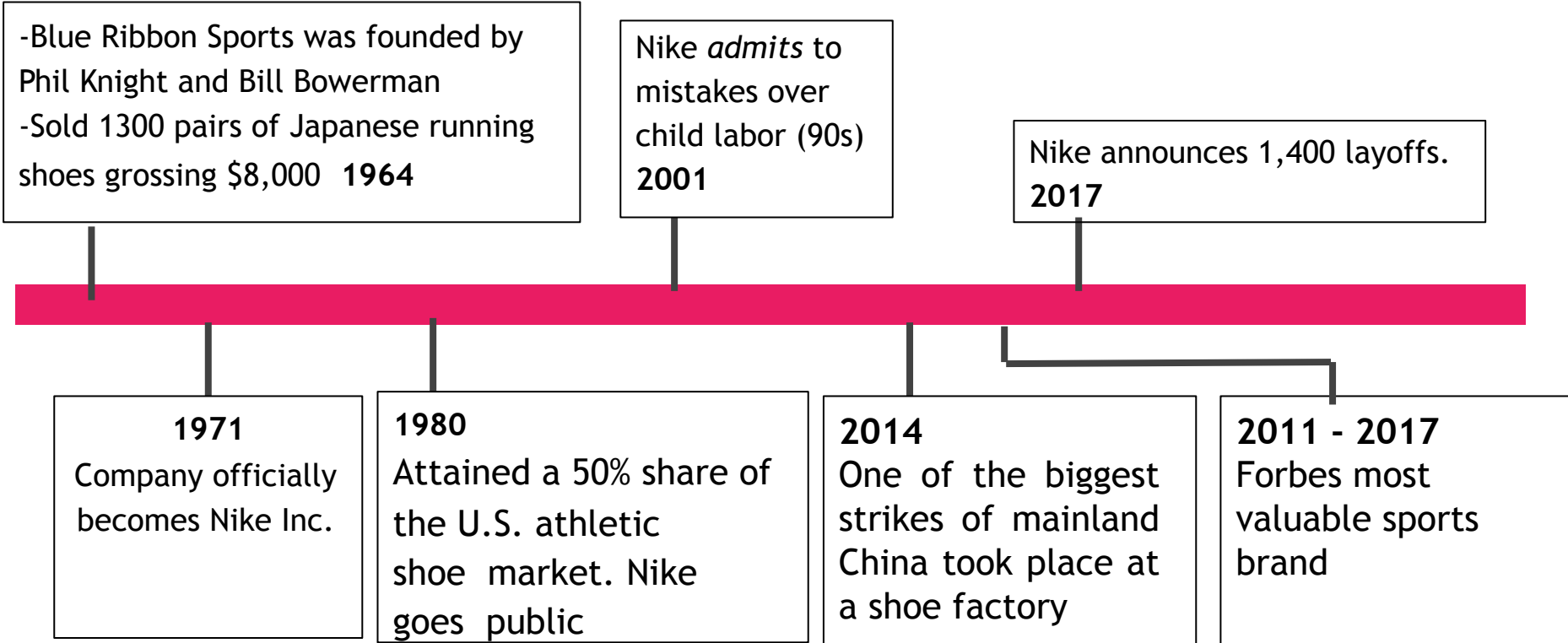
As of 2017, Nike brand valued at \$29.6 billion

---

# 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>

<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>