

nike pestle analysis

Nike PESTLE Analysis: A Deep Dive into the Giant's Macro Environment

Introduction:

Nike. The swoosh. A global behemoth synonymous with athletic performance and aspirational lifestyle. But even giants face headwinds. Understanding Nike's success requires analyzing its macro-environment – the broader forces shaping its operations and future trajectory. This comprehensive Nike PESTLE analysis will dissect the political, economic, social, technological, legal, and environmental factors impacting this iconic brand, providing valuable insights for investors, marketers, and anyone interested in the dynamics of the global sportswear industry. We'll move beyond superficial observations, delving into specific examples and exploring the potential implications for Nike's strategic decision-making.

1. Political Factors:

Nike's global presence exposes it to a complex web of political landscapes. Varying trade policies, tariffs, and political instability in key markets directly impact its supply chain, manufacturing costs, and market access. For example, trade disputes between the US and China – a significant manufacturing hub for Nike – can lead to increased production costs and potential supply chain disruptions. Political risk assessments are crucial for Nike's strategic planning, requiring careful navigation of international relations and proactive mitigation strategies. Furthermore, shifts in government regulations regarding labor practices and environmental standards in different countries influence Nike's operational costs and brand reputation. Maintaining ethical sourcing and adhering to evolving political landscapes are crucial for long-term sustainability.

1. Economic Factors:

Global economic fluctuations significantly impact consumer spending and Nike's profitability. Recessions or economic downturns can lead to decreased consumer discretionary spending, impacting demand for premium athletic wear. Conversely, periods of economic growth can fuel sales. Exchange rate fluctuations also play a crucial role, affecting the cost of imported goods

and the profitability of international operations. Inflationary pressures can increase the cost of raw materials and manufacturing, impacting profit margins. Nike needs to constantly monitor these macroeconomic indicators and adapt its pricing and product strategies accordingly to maintain competitiveness. Understanding regional economic variations is critical for optimizing resource allocation and market penetration strategies.

1. Social Factors:

Social trends heavily influence Nike's brand image and product development. The rise of athleisure, the increasing emphasis on health and wellness, and evolving consumer preferences towards sustainable and ethical practices directly shape Nike's marketing campaigns and product innovation. Social media plays a pivotal role in shaping public perception, demanding quick responses to criticisms and maintaining a positive brand image. Nike's success hinges on understanding evolving social norms and adapting its messaging and product offerings to resonate with its target audiences. This includes actively engaging in social responsibility initiatives to address concerns around labor practices, environmental impact, and diversity and inclusion.

1. Technological Factors:

Technological advancements drive innovation and efficiency within the sportswear industry. Nike utilizes technology extensively in product design, manufacturing, and marketing. The development and integration of advanced materials, data analytics for personalized marketing, and digital platforms for e-commerce are critical for maintaining a competitive edge. However, rapid technological changes also pose challenges, requiring continuous investment in R&D and the ability to quickly adapt to new technologies. The rise of virtual reality and augmented reality presents new avenues for product promotion and customer engagement, offering opportunities for immersive brand experiences. Staying at the forefront of technological innovation is crucial for Nike's future success.

1. Legal Factors:

Nike operates within a complex legal environment governed by various national and international laws. Intellectual property rights protection is paramount, safeguarding its brand and designs from counterfeiting. Labor laws, environmental regulations, and consumer protection laws vary across different jurisdictions, requiring Nike to ensure compliance to avoid legal penalties

and maintain its reputation. Navigating these legal complexities requires meticulous compliance programs and strategic legal counsel. Any legal missteps can significantly damage brand reputation and profitability.

1. Environmental Factors:

Growing environmental awareness influences consumer purchasing decisions and increases scrutiny of Nike's environmental footprint. Concerns surrounding carbon emissions from manufacturing, waste management, and the ethical sourcing of materials are becoming increasingly important. Nike faces pressure to adopt sustainable practices, reduce its environmental impact, and demonstrate its commitment to environmental responsibility. This includes investing in sustainable materials, reducing water consumption in manufacturing, and implementing responsible waste management systems. Failing to address environmental concerns can lead to reputational damage and reduced consumer loyalty.

Article Outline: Nike PESTLE Analysis

Name: A Comprehensive Analysis of Nike's Macro-Environmental Factors

Contents:

Introduction: Briefly introducing Nike and the purpose of the PESTLE analysis.

Political Factors: Examining the impact of global politics, trade policies, and political risks on Nike's operations.

Economic Factors: Analyzing the influence of economic growth, recession, inflation, and exchange rates on Nike's performance.

Social Factors: Exploring the role of social trends, consumer preferences, and ethical concerns in shaping Nike's strategies.

Technological Factors: Discussing the impact of technological advancements on product design, manufacturing, and marketing.

Legal Factors: Examining the legal landscape and regulatory compliance challenges faced by Nike.

Environmental Factors: Analyzing Nike's environmental impact and the pressure to adopt sustainable practices.

Conclusion: Summarizing the key findings and their implications for Nike's future.

(The detailed content for each section is provided above in the main article.)

Frequently Asked Questions (FAQs):

1. What is a PESTLE analysis? A PESTLE analysis is a framework used to analyze the macro-environmental factors that can affect an organization's strategy and performance.
1. Why is a PESTLE analysis important for Nike? It helps Nike identify potential opportunities and threats, allowing for proactive strategic planning and mitigation of risks.
1. How does political instability affect Nike's supply chain? Political instability can lead to disruptions in manufacturing, transportation, and distribution, impacting production and delivery timelines.
1. What are the major economic factors influencing Nike's profitability? Economic factors like inflation, recession, consumer spending, and exchange rate fluctuations all impact Nike's bottom line.
1. How does social media impact Nike's brand image? Social media can amplify positive or negative brand sentiment, requiring proactive management and responsiveness.
1. What technological innovations are most important for Nike's future? Advanced materials, data analytics, AI, and immersive technologies are crucial for maintaining Nike's competitiveness.
1. What are some of the major legal challenges Nike faces? Compliance with labor laws, environmental regulations, and intellectual property rights across various jurisdictions are key legal concerns.
1. How is Nike addressing environmental concerns? Nike is investing in sustainable materials, reducing its carbon footprint, and implementing

ethical sourcing practices.

1. What are the key takeaways from this Nike PESTLE analysis? Nike's success depends on navigating a complex macro-environment, requiring proactive adaptation and strategic responses to political, economic, social, technological, legal, and environmental changes.

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nike pestle analysis: Nike Inc- Complete Analysis BANKIM CHANDRA PANDEY, 2017-11-27
Nike competitor analysis Adidas-Adidas worldwide revenue is around 16 billion US dollar and has the brand valuation of around 7 billion US dollar. Adidas is one of the biggest Nike competitors. The

main advantage of this company is its brand value and having a strong subsidiary in Reebok. Reebok- The company has world revenue three billion US dollar and brand valuation of around one billion US dollar. It is a subsidiary company of Adidas which operates independently. The company is mainly famous for its designer footwear for sports. Puma- The company has revenue around 3.4 billion and third Nike competitor which is known for its running shoes and sports apparel. The founder of Puma and Adidas were brothers but they got separated in 1948. Adidas is far ahead of Puma but Puma is global Nike competitor. Although Puma lacks in sports sponsorship revenue generated by Puma is enormous. Fila- The company is one of the largest manufacturing companies in footwear brand. Fila is not the premium category in comparison to Nike. The Fila adopt penetration pricing technique by giving the cheaper branded product in comparison to NIKE. The company main policy revolves around cost advantage then its design or differentiation.

nike pestle analysis: Nike's Digital Marketing. A Case Study Abdullah Adigun, 2024-09-30 Case Study from the year 2023 in the subject Business economics - Offline Marketing and Online Marketing, grade: A, Coventry University (Business Marketing), course: Digital Marketing, language: English, abstract: This case study explores Nike's digital marketing strategy, analyzing its brand selection and overview, product range, and revenue success from 2005 to 2022. It delves into understanding Nike's customer base through situation and business environment analysis, including Porter's Five Forces, PESTEL, and SWOT analysis. The study investigates Nike's customer segmentation, behavior evolution, and data analytics sources. Additionally, it examines Nike's marketing mix, encompassing product, promotion, and marketing tools like CRM and PPC advertising. Nike's strategic objectives to enhance brand awareness, customer acquisition, retention, and engagement are detailed, alongside a multi-channel strategy and timeline of activities. The study concludes with insights into KPI identification, performance measurement strategies, and monitoring techniques, providing a comprehensive view of Nike's digital marketing prowess and strategic management.

nike pestle analysis: *Managing People in the Hybrid Workplace* Kay Maddox-Daines, 2023-05-23 *Managing People Effectively in a Hybrid Workplace* is designed to ensure that both aspiring and experienced people professionals are equipped with in-depth knowledge of how workplace structures are being disrupted by new technology and working models. It explores analytics and capability to provide evidence-based insights that can shape employee experiences, support adaptation to changing business conditions, navigate risk, drive workplace performance, harness collaboration and open up new possibilities for HR and the organisation. The book has been designed both as a text to support students studying HRM on university programmes and as a handbook for professionals wishing to update their knowledge in contemporary HRM. The book also supports the core and specialist knowledge and core behaviours in the CIPD Profession Map.

nike pestle analysis: The Art of Taming the Business Vallabhi Ey, 2009-04 Business essays for students who want to have a strong foundation in business concepts and for professionals who want to refer back to the basics. The simplified form of complex concepts and simple language makes this book a good and a must read. A Book by a student for both students and professionals! All the business chapters in this book were written as assignments by the author as an MBA (Management of Business Administration) student in University of Northampton in the years 2007 and 2008. There are twelve altogether, some are essays and some are reports. Most of these were written with an intention that these could be published one day. Also the chapters were written with an idea that it should not just reach business readers but also general readers who want to know business or just have an interesting read. The various chapters and the section of Business Management are given below: Chapters 1, 2 and 3 are related to Operations Research Chapters 4 and 5 are related to Marketing Chapter 6 is related to Organizational Strategy Chapter 7 is related to Managing Change Chapter 8 is related to Cross Cultural Management Chapters 9 and 10 are related to People Management Chapter 11 is related to Corporate Finance Chapter 12 is related to Leadership The author believes that different departments in an organization cannot be detached or distinguished without overlaps from other departments. These subjects mentioned above are related to the

important characteristics of the concerned subject and would be useful for any department of business as a whole. The conclusion of the last chapter ends with words of Jesus Christ adapted to the business environment.

nike pestle analysis: Corporate Strategy Robert Dransfield, 2001 Part of a series which aims to reflect the changing face of the economic climate and business world. The books contain the latest information and thinking in their areas and are specifically focused to the needs of AS, A level and first year undergraduate students.

nike pestle analysis: CIM Coursebook 05/06 Strategic Marketing in Practice Ashok Ranchhod, 2012-09-10 Elsevier/Butterworth-Heinemann's 2005-2006 CIM Coursebook series offers you the complete package for exam success. Comprising fully updated Coursebook texts that are revised annually, and free online access to the MarketingOnline learning interface, it offers everything you need to study for your CIM qualification. Carefully structured to link directly to the CIM syllabus, this Coursebook is user-friendly, interactive and relevant, ensuring it is the definitive companion to this year's CIM marketing course. Each Coursebook is accompanied by access to MARKETINGONLINE (www.marketingonline.co.uk), a unique online learning resource designed specifically for CIM students, where you can: Annotate, customise and create personally tailored notes using the electronic version of the Coursebook Receive regular tutorials on key topics from Marketing Knowledge Search the Coursebook online for easy access to definitions and key concepts Access the glossary for a comprehensive list of marketing terms and their meanings

nike pestle analysis: Strategic Marketing in Practice Ashok Ranchhod, Ebi Marandi, 2005 Carefully structured to link information directly to the CIM syllabus, each coursebook text is crammed with a range of cases, questions, activities, definitions and study tips to support and test your understanding of the theory.

nike pestle analysis: International Sport Management Eric MacIntosh, Gonzalo Bravo, Ming Li, 2019-03-05 International Sport Management is the first comprehensive textbook devoted to the organization, governance, business activities, and cross-cultural context of modern sport on an international level. As the sport industry continues its global expansion, this textbook serves as an invaluable guide for readers as they build careers that require an international understanding of the relationships, influences, and responsibilities in sport management. Through a systematic presentation of topics and issues in international sport, this textbook offers a long-overdue guide for students in this burgeoning subfield in sport management. Editors Li, MacIntosh, and Bravo have assembled contributors from all corners of the globe to present a truly international perspective on the topic. With attention to diversity and multiple viewpoints, each chapter is authored by distinguished academics and practitioners in the field. A foreword by esteemed sport management scholar Dr. Earle Zeigler emphasizes the importance of a dedicated study of the issues in international sport management. All chapters in the text use a global perspective to better showcase how international sport operates in various geopolitical environments and cultures. The text is arranged in five parts, each serving a unique purpose: •To outline the issues associated with international sport management •To examine sport using a unique perspective that emphasizes its status as a global industry •To introduce the structure of governance in international sport •To examine the management essentials in international sport •To apply these strategies in the business segments of sport marketing, sport media and information technology, sport facilities and design, sport event management, and sport tourism Written to engage students, International Sport Management contains an array of learning aids to assist with comprehension of the material. It includes case studies and sidebars that apply the concepts to real-world situations and demonstrate the varied issues, challenges, and opportunities affecting sport management worldwide. Chapter objectives, key terms, learning activities, summaries, and discussion questions guide learning in this wide-ranging subject area. In addition, extensive reference sections support the work of practitioners in the field. With International Sport Management, both practicing and future sport managers can develop an increased understanding of the range of intercultural competencies necessary for success in the field. Using a framework of strategic and total-quality management, the

text allows readers to examine global issues from an ethical perspective and uncover solutions to complex challenges that sport managers face. With this approach, readers will learn how to combine business practices with knowledge in international sport to lead their current and future careers. International Sport Management offers readers a multifaceted view of the issues, challenges, and opportunities in international sport management as well as the major functional areas that govern international sport. The text provides students, academics, and practitioners with critical insights into the practice of business as it applies to international sport.

nike pestle analysis: *International Sport Management* Eric W. MacIntosh, Gonzalo Bravo, Ming Li, 2019 International Sport Management, Second Edition, serves as an invaluable guide for students as they build careers that require an understanding of the relationships, influences, and responsibilities of sport management in a global context.

nike pestle analysis: *Design Education in the Anthropocene* Paul A. Rodgers, 2024-05-01 This volume examines emerging practice and research in design education rooted in the context of significant global issues. A diverse set of international contributors present novel design education research that seeks to make significant social, economic, cultural and environmental change. Topics covered include fashion, sustainability, creativity, social justice, museum education, climate change, environmentalism, and empathy. The chapters draw a link between current research practice and theory and future challenges for the field. The book will be of interest to scholars working in communication design, graphic design, design research, and information design.

nike pestle analysis: *Managing Fashion* Kaled K. Hameide, 2020-11-19 The fashion industry is a multibillion-dollar global industry with a variety of organizational structures and a multitude of challenges. Such scope triggered the recent rise in management programs in the U.S. and Europe aiming to produce and train young managers to meet such global and diverse challenges. Managing Fashion covers the fashion business with a twist - a management twist. Its goal is to tackle the topics from a fashion manager perspective referencing relevant management concepts and theories, thus offering a deeper and more practical dimension to the issues addressed. It offers a balanced mix of fashion and management, theory and application, as well as creating an opportunity for analysis and critical thinking. Discussions throughout the book are supported by specially developed case studies and relevant examples taken from the fashion industry. It is an opportunity to expose the fashion student or reader, as well as aspiring fashion managers, to a more practical approach to fashion theories and issues. Managing Fashion will serve as a core text for Fashion Studies, Fashion Entrepreneurship, and Fashion Merchandising majors as well as for special business degrees and management certificates targeting the fashion industry.

nike pestle analysis: Marketing Strategy Jenna Tiffany, 2021-05-03 WINNER: The BookFest Spring Book Awards 2022 - Marketing category WINNER: Business Book Awards 2022 - Sales & Marketing category Tasked with creating marketing strategy? This book is for you. Learn about the most useful tools and models, dodge common mistakes, and optimize your marketing strategy success, with this practical and adaptable framework from award-winning thought-leader Jenna Tiffany. Create an effective marketing strategy for your business with Marketing Strategy, which offers a clear, easy-to-follow overview of why strategy is important, how to create it, how to implement it, and - crucially - how to measure its success. Packed with global examples and case studies, the book opens by discussing the role strategy plays in any organization's long-term vision. It also discusses the key models and frameworks that can be used to analyze the marketing environment, and offers information on segmentation, targeting and positioning. Importantly, it will outline some of the key challenges likely to crop up, and gives pre-emptive tools for avoiding them. Marketing Strategy is highly practical in approach. Chapters are supported by short tasks to complete throughout, to cement the reader's understanding of the concepts discussed. Put together, these tasks create an easy to follow, step-by-step framework for creating a marketing strategy. The framework is adaptable and can be applied to any industry or business. Marketing Strategy also includes input from leading marketing strategists including Mark Ritson and organizations such as Mailchimp, the CIM and DMA.

nike pestle analysis: Competitive Strategy Michael E. Porter, 2017-07-17 Porter's five forces analysis is a framework for analyzing the level of competition within an industry and business strategy development. It draws upon industrial organization (IO) economics to derive five forces that determine the competitive intensity and therefore the attractiveness of an industry. Attractiveness in this context refers to the overall industry profitability. An unattractive industry is one in which the combination of these five forces acts to drive down overall profitability. A very unattractive industry would be one approaching pure competition, in which available profits for all firms are driven to normal profit. This analysis is associated with its principal innovator Michael E. Porter of Harvard University. This updated and expanded second edition of Book provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject . We hope you find this book useful in shaping your future career & Business.

nike pestle analysis: Introduction to Business Heidi M. Neck, Christopher P. Neck, Emma L. Murray, 2023-03-21 Written by bestselling authors Heidi M. Neck, Christopher P. Neck, and Emma L. Murray, Introduction to Business explores the fundamental building blocks of modern business while addressing social impact, ethics, and the power of innovation throughout. Cases on startups, small businesses, and corporations will ignite student interest as they learn from today's most forward-looking organizations. Regardless of your students' career aspirations, they will develop the mindset and skillset they need to succeed in their professional journeys.

nike pestle analysis: Management Richard Pettinger, 2012-09-19 Management: A Concise Introduction has been written with the student in mind - short chapters, easy identification of the key points and revision-friendly sections. Backed by robust academic theory with plenty of pedagogical features, it has an engaging style and is, all in all, everything a student needs to understand the subject and pass the exam.

nike pestle analysis: Organizational Behaviour David A. Buchanan, Andrzej Huczynski, 2019-07-29 Our target readers are students who are new to the social sciences and to the study of organizational behaviour. This is a core subject on most business and management degree, diploma and masters programmes. Accountants, architects, bankers, computer scientists, doctors, engineers, hoteliers, nurses, surveyors, teachers and other specialists, who have no background in social science, may find themselves studying organizational behaviour as part of their professional examination schemes--

nike pestle analysis: Applied Sport Management Skills Robert N. Lussier, David C. Kimball, 2023-03-06 Applied Sport Management Skills, Fourth Edition With HKPropel Access, takes a practical approach for teaching students how to become strong leaders and managers in the world of sport. Organized around the central management functions of planning, organizing, leading, and controlling, and addressing the Commission on Sport Management Accreditation (COSMA) Common Professional Component topics and North American Society for Sport Management (NASSM) guidelines, the fourth edition has been extensively updated with hundreds of new references and sport examples. The text employs a three-pronged approach for teaching management theory, putting theories into practice, and developing students' management skills. Timely discussions and case studies address the impacts of COVID-19; Black Lives Matter initiatives; name, image, and likeness rules; women in executive positions; corporate social responsibility; data analytics; and more. While other texts focus on learning about sport management, Applied Sport Management Skills enables students to apply the principles while developing the skills to become effective sport managers. Interactive online learning tools available through HKPropel complement activities found in each chapter: Flash-card activities help students learn key terms. Self-assessments, which ask students to identify their strengths and weaknesses and plan to improve shortcomings, are now assignable, trackable, and automatically scored. Applying the Concepts quizzes, which challenge students to identify management concepts illustrated in various situations, are now trackable and

automatically scored. Time-Out features, in which students apply management concepts to their personal sport and work experiences, are now assignable instructor-scored assessments. Case studies are now supplemented by 10-question automatically scored quizzes and include three open-ended discussion questions. Additional assignments available in downloadable documents for students to complete and submit to the instructor further facilitate the application of the concepts presented in the text: Sport Management Professionals @ Work activities provide a cohesive thread to keep students focused on how sport managers use the concepts on the job. Skill-BUILDER Exercises present real-world scenarios designed to help future managers handle day-to-day situations such as setting priorities, conducting job interviews, handling conflict, and coaching employees. Sports and Social Media Exercises introduce students to the role of social media in managing sport organizations. Students review popular social media sites such as Facebook, Twitter, and LinkedIn and visit sport websites. Game Plan for Starting a Sport Business features ask students to perform managerial tasks such as developing an organization structure and brainstorming ideas for leading employees. With Applied Sport Management Skills, students will be primed for an exciting career in sport management by gaining a thorough understanding of management theories and developing the acumen to apply them. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

nike pestle analysis: Deep Dive Rich Horwath, 2009-08 Get competitive by learning to think strategically. The inability to set good strategy can sink a company and a leader's career. A recent Wall Street Journal study revealed that the most sought-after executive skill is strategic thinking, but only three out of ten managers have this skill set. Horwath explains the three keys to strategic thinking, breaks them down into simple, attainable skills, and gives you practical tools to apply them every day, providing managers with a clear path to mastery of the three disciplines: 1. Acumen—generate critical insights through a step-by-step evaluation of your business and its environment 2. Allocation—focus your limited resources through strategic trade-offs 3. Action—implement a system to guarantee effective execution of strategy at all levels of your organization Based on new research with senior executives from 150 companies and the author's experience as a thought-leading strategist, Deep Dive is the first book to focus on the most important level of strategy—you. Armed with this knowledge and dozens of effective tools, you can become a truly strategic leader for your organization.--Rich Horwath is the president of the Strategic Thinking Institute, a former chief strategy officer, and professor of strategy at the Lake Forest Graduate School of Management. As a thought-leading strategist, he has worked with such giants as Adidas, Amgen, and Pfizer. He is the author of four books and more than fifty articles on strategic thinking and has been profiled in business publications around the world, including Investor's Business Daily.

nike pestle analysis: Fashion Management Rosemary Varley, Ana Roncha, Natascha Radclyffe-Thomas, Liz Gee, 2018-10-30 This new textbook, authored by a team of expert researchers and lecturers based at the London College of Fashion, is one of the first in the field to examine strategic management in the context of the fashion industry, catering specifically for students hoping to work in the sector. International in approach, the text covers all aspects of strategic management, from growth strategy and financial management to brand and supply chain management. Fashion Management's engaging style, page design and pedagogical framework makes it accessible to students at all levels, while the authors' extensive expertise ensures that the content is always underpinned by rigorous academic research. Established key topics and significant contemporary issues – such as sustainability, the digital, and corporate social responsibility – are considered from both a theoretical and practical perspective, with real-world examples drawn from high-profile, global fashion organisations. This is an ideal core textbook for those studying on undergraduate and postgraduate degree courses in fashion management and fashion marketing. The book will also be an important supplementary resource for courses in marketing, retailing and business studies, with the fashion industry providing an effective context for students to engage with the application of theory.

nike pestle analysis: Adidas Marketing Strategy - An Overview Arkadi Borowski, 2011-10-26 Seminar paper from the year 2011 in the subject Business economics - Offline Marketing and Online Marketing, grade: 2.0, International Business School Lippstadt, language: English, abstract: The Adidas group, headquartered in Herzogenaurach (Germany) was built on 18th August 1920 by Adolf Dassler. The brand and its products celebrated their first worldwide success in 1954 after the German have won the soccer world championship. After some commercial disappointments in the middle 80's, the family enterprise had to open up for investors. In 1995 followed the initial public offering on Frankfurt's exchange market. To stay competitive to Nike on the US-market, the company had taken over Reebok in 2006. Furthermore, the company has worldwide 169 subsidiaries and had total revenue of 11.990 Mio. Euros in 2010. The company uses the image of its brand and the available amount of capital to sponsor many sports events such as soccer championships, Olympic Games or Paralympics and many more. In 2012 Adidas will be the official sportswear-partner of the Olympic Games and the Paralympics in London. Additionally Adidas' high-qualified experts and its international network of suppliers make the company a competitive manufacturer of sporting goods.

nike pestle analysis: Foundations of Strategy Robert M. Grant, Judith J. Jordan, 2015-03-30 Foundations of Strategy, second edition is a concise text aimed at both undergraduate and Masters students. Written in an accessible style with the needs of these students in mind, the latest edition has a clear, comprehensive approach, underlined by sound theoretical depth. The content has been fully revised and updated to reflect recent developments in the business environment and strategy research. Features of the text include: 10 chapters covering all the topics in a typical one-semester course. Concise and integrated treatment of strategy implementation focusing on strategy in practice. Integration of the not-for-profit sector. Opening and closing chapter case studies covering a range of real-world, global examples. Featured Example and Case Insight boxes throughout chapters to give an additional dimension to the subject matter. An extensive range of learning and teaching materials accompany this text including instructor manual, case teaching notes, test bank and PowerPoint slides, for instructors. Resources for students include self-test quizzes and glossary flashcards to check understanding.

nike pestle analysis: Brilliant Business Plan Kevan Williams, 2012-07-09 A brilliant business needs a brilliant business plan and this is the book to help you write one. It will take you step by step through the process to help you build a business plan quickly and easily and then use it to build your business. This book introduces the basic concepts of business planning, shows you a swift and smart way to prepare a business plan and reveals how to use a business plan to run your business more effectively. This book is ideal if you need a plan to show your bank manager, small investors and employees, or to use as a chart for steering your business. It contains: - Step-by-step instructions on how to build your brilliant business plan from scratch. - A range of model plans for very different businesses to show you brilliant business planning in action. - Advice on what delights banks and investors, as well as what not to do.

nike pestle analysis: *International Business* James Oldroyd, Shad Morris, 2023-06-05

nike pestle analysis: *Fashion Brand Management* Alison Lowe, 2023-02-03 Learn how to develop, launch and build a successful fashion brand with this definitive textbook which explores the realities of the contemporary fashion industry. Fashion Brand Management is a complete guide to operating a fashion business in a multi-trillion revenue industry. Written by a leading innovator in the space, it describes how to gain competitive advantage, meaningfully embrace sustainability and purpose and successfully market to and engage consumers. Balancing theory with practical applications throughout, it also explores the key business models and financial management processes used in the industry and how fashion brands can build entrepreneurial advantage. Exploring the key challenges and opportunities for today's fashion businesses both large and small, Fashion Brand Management examines supply chain disruption, social selling and technological innovations including the metaverse, digital collections and blockchain. Featuring case studies from a range of innovative global brands including Ecoalf, MWHQ, Pala Eyewear and Unhidden, in-text

features include learning objectives, key terms and activities. With supporting online resources consisting of lecture slides, self-test questions, group activities and worksheets, this is an essential resource for fashion students.

nike pestle analysis: Leading Procurement Strategy Carlos Mena, Remko van Hoek, Martin Christopher, 2018-06-03 Leading Procurement Strategy is a must-read for all senior procurement executives wishing to further enhance their skill set, master the latest developments in procurement strategy and really come into their own as procurement leaders. The expert author team explains how to effectively manage and mitigate risks in the supply chain, appreciate the key issues affecting the procurement function and develop best practice excellence in teams. Providing the latest thinking in procurement and supply management within the broad perspective of different industries, this second edition of Leading Procurement Strategy covers: global sourcing; supplier relationship management; cost management; information technologies and future developments. The book is underpinned by academic theory and supported by an extensive range of real world case studies drawn from the authors' experiences, including Tesco, Tata, Coca-Cola, BAA, P&G and IBM. This new edition provides the skills, knowledge and tools needed to articulate an effective strategy and embrace a transformational role to lead procurement teams, showing how procurement can become an influential function that delivers sustainable competitive advantage.

nike pestle analysis: Building a Culture of Inclusivity Priya Bates, Advita Patel, 2023-06-03 Diversity, equality and inclusion (DEI) have never been so important in organizations and yet many feel inadequately prepared. In this guide, the authors combine their expert knowledge to provide a practical approach to bridge this skills and knowledge gap for those delivering Internal Communications. Navigating DEI language can be difficult, but Building a Culture of Inclusivity will help Internal Communication professionals, HR and business leaders engage employees in driving culture change to ensure everyone feels valued and like they belong. This book provides a roadmap to manage tangible change consistently throughout the year and techniques that avoid inauthenticity. It also explains how to identify and move away from performative tokenistic actions and biases to help develop effective deliverables that help every colleague in their organization feel included. This book offers support for conversations with leaders to help them drive the diversity agenda and understand the importance of cultivating a culture of inclusivity across their workforce through their internal communications. Inherently practical, Building a Culture of Inclusivity provides case studies of exemplar DEI communications, exercises for self-assessment and templates to complete to identify goals and strategies. Written by two experienced Internal Communication Professionals, this book will help you understand how to construct and sustain an inclusive workplace where progress leads to results.

nike pestle analysis: Английский язык для менеджеров (B1-B2). Учебник для СПО Наталья Смирнова, Юлия Дуглас, Александра Соколова, 2018-12-05 Учебник знакомит студентов с теорией решения кейсов на иностранном языке и формирует умения решения кейсов. Английский язык служит инструментом для коммуникации в процессе решения. Такой подход помогает студентам усвоить теорию, мыслить критически, научиться решать бизнес-кейсы и общаться на английском языке. В обучении применяются активные методы: обучения в группе и принятия решений. Решая проблему в условиях ограниченного времени, студенты учатся работать в команде, анализировать данные, защищать точку зрения, работать с критикой. Особенностью учебника является то, что он основан на материалах кейсов международных компаний, которые описывают различные аспекты и особенности ведения бизнеса на международной арене. Тематика международного менеджмента позволяет студентам изучить особенности рынков, бизнес-культуры и особенности принятия решений в разных странах.

nike pestle analysis: Mastering the Hype Cycle Jackie Fenn, Mark Raskino, 2008-10-14 It happens over and over again. Some innovation (a new product, a management trend) comes along that captures the public's imagination. Everybody joins the parade with great fanfare and high expectations. This next big thing promises to transform the companies that adopt it -- and inflict great peril on those that don't. Then, when the innovation fails to deliver as promised immediately,

everyone starts bailing out. Investments are wasted; stock prices plunge; disillusionment sets in. It doesn't have to be this way. In *Mastering the Hype Cycle*, Jackie Fenn and Mark Raskino explain what drives this pattern and how your company can avoid its potential dangers. By understanding the hype cycle, you can ride it more skillfully -- timing your investment decisions so that the innovations you adopt stand the best chance of succeeding in the long-term. Drawing on company examples and Gartner's proven STREET (Scope, Track, Rank, Evaluate, Evangelize, Transfer) framework, the authors show how to orchestrate the key steps in the innovation-adoption process -- from choosing which innovations to take on and when in their life cycle you should adopt, to paving the way for a successful introduction. The hype cycle isn't going away. But this book arms you with the strategies you need to ride the crest of a new idea to success -- and steer clear of the trough of disillusionment.

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nike pestle analysis: Strategic Foresight and Porter's Five Forces Daniel Roy, 2011-05-04 Research Paper (undergraduate) from the year 2009 in the subject Business economics - Business Management, Corporate Governance, Technical University of Berlin, language: English, abstract: Strategic Foresight is a relatively young field of research. Although, plenty of different definitions, recommended methods or process approaches exist. Based on a literature review, this thesis tries to systemize the literature to shed light onto the current state of research. Strategic Foresight, as a part of the strategic management, should be strongly related to one of the basic models of strategic management. The targeted object will be building a bridge to one of the most popular and practical models invented by Porter. Still today, there are no approaches that combine Porter's Five Forces with Strategic Foresight. In the literature, often the impact of complexity and dynamics is discussed in regard to Strategic Foresight, but a certain model to evaluate and measure complexity does not exist yet. Neither organizational nor environmental complexity has been included in current Strategic Foresight literature. After analyzing, systemizing, defining, and merging both models by dint of Strategic Foresight considerations, the development of a complexity model will accomplish the attempt to provide a holistic approach to measure complexity in regard to Strategic Foresight for further research.

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the CIPD Level 7 Advanced module Managing Employment Relations as well as all those looking to expand their knowledge and understanding in this area. Covering both the conceptual debates and contextual factors relating to employment relations as well as key management interventions, this is invaluable reading for anyone looking to understand both the theory and practice of employment relations. With coverage of the main players in employment relations - Trade Unions, Employers and the State - and critical discussion of the local, national and global effects on employment relations, Employment Relations provides a thorough grounding in the international context of employment relations. With comprehensive consideration of key workplace issues including employee engagement, discrimination, conflict, downsizing and redundancies, this is ideal reading for students and practitioners alike. Packed with exercises, examples and case studies, this book allows readers to take a critical approach to this crucial topic. Online supporting resources include an instructor's manual, lecture slides, additional cases, annotated web links and further reading.

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