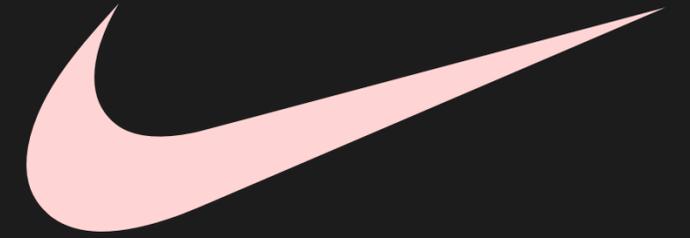


FM 116 FINAL GROUP PROJECT



NIKE

**COMPANY PROFILE &
CAREER PATH
EXPLORATION**

ALAN ESPINOZA, BROOKLYNN RILEY, AND HANNA MATARELLI

01



INTRODUCTION

Nike, the worlds leading innovator in atheltic footwear and appearl, has inspired athletes and sports enthusiast across the globe for decades.



02

COMPANY OVERVIEW



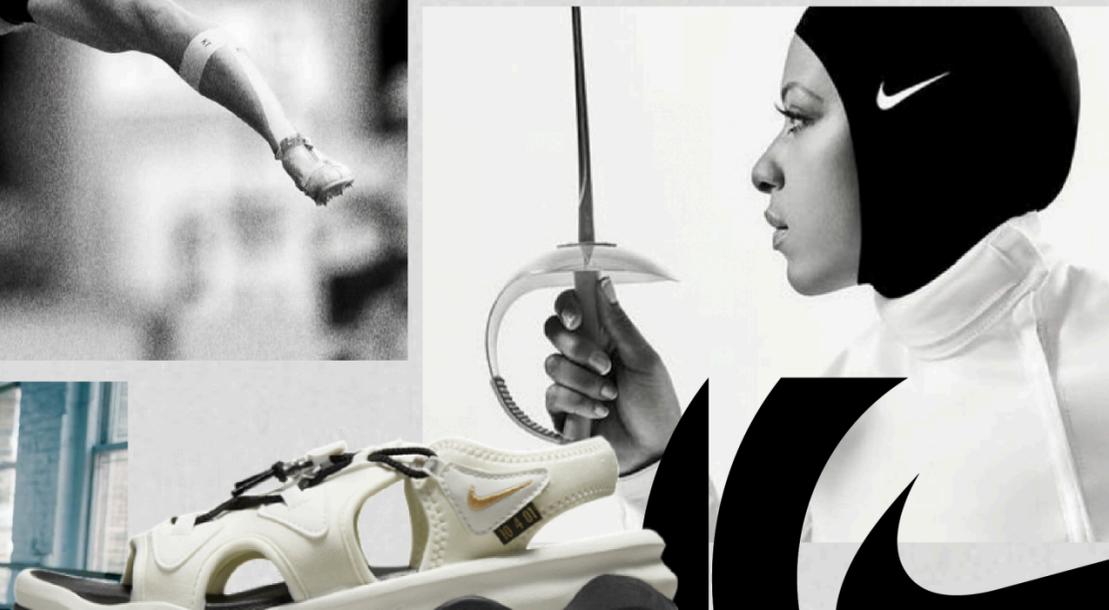
- Business Foundations
- Management and leadership
- Marketing Strategies
- Social Responsibility
- Global Perspective
- Current Events

FUTURE MOVEMENT



BE TRUE

★ Club
 ★ Athletico
 ★ Familia



03



BUSINESS FOUNDATION

OWNERSHIP STRUCTURES

- publicly traded corporation on the New York Stock Exchange

PRODUCT CATEGORY MIX

- Athletic & performance wear
- footwear
- sporting goods
- Lifestyle apparel

ACQUISITIONS

- Nike does not frequently buy large companies, but it has made targeted acquisitions that strengthen innovation and product performance.

Examples: Converse, Hurley, and data tech companies

LICENSING

Licensing: Sport equipments, lifestyle product, college and team merchandise and digital licensing



04

BUSINESS FOUNDATION



GROWTH STRATEGIES

- **Sports licensing**
 - NBA, WNBA, NFL, and MLB uniforms and merchandise
- **Athlete collaborations and endorsements**
 - Michael Jordan
 - Simone Biles
 - Serena Williams
- **Brand collaborations**
 - Beats by Dre
 - Comme des Garçons
 - Off White
 - Supreme



05



MANAGEMENT AND LEADERSHIP

ORGANIZATIONAL STRUCTURE

- Matrix structure

MISSION STATEMENT

“Nike's mission is to bring inspiration and innovation to every athlete* in the world.
*If you have a body, you are an athlete.”

MANAGEMENT STYLE AND LEADERSHIP

- Transformational Style



06

MARKETING STRATEGIES



There is no substitute.



Target Markets & Positioning

- Nike mainly targets athletes, teenagers and young adults, and people who wear sports gear for everyday style.
- The brand positions itself as high-quality, cool, and performance-focused.
- “Just Do It” helps Nike feel motivational and connected to sports culture.

Omnichannel Integration

- Nike connects stores, the website, and the Nike app so shopping feels smooth anywhere.
- Things like mobile checkout, online pickup, and personalized suggestions make it easier for customers.
- Nike Membership ties everything together with rewards and exclusive drops.

Social Media Engagement

- Active on Instagram, TikTok, YouTube, and X.
- Uses athletes, influencers, challenges, and storytelling videos to get attention.
- Hype builds through sneaker drops, teasers, and fan-created content.

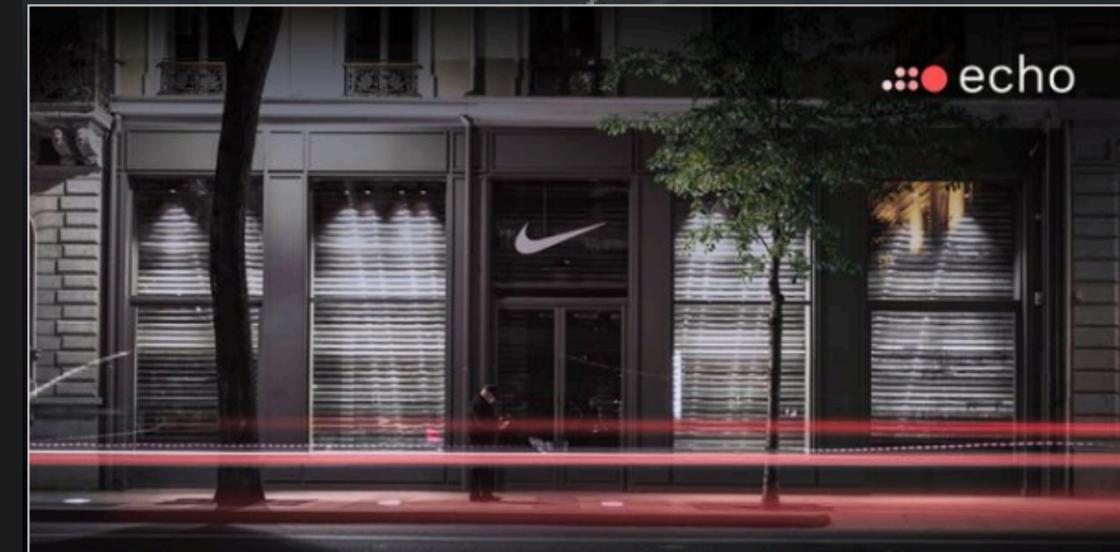
Strengths: Super strong brand, constant innovation, big athlete partnerships.

Weaknesses: Prices are high; relies on overseas factories.

Opportunities: Growing global markets, rising athleisure trends, more digital features.

Threats: Tough competition, changing styles, and economic issues.

NIKE

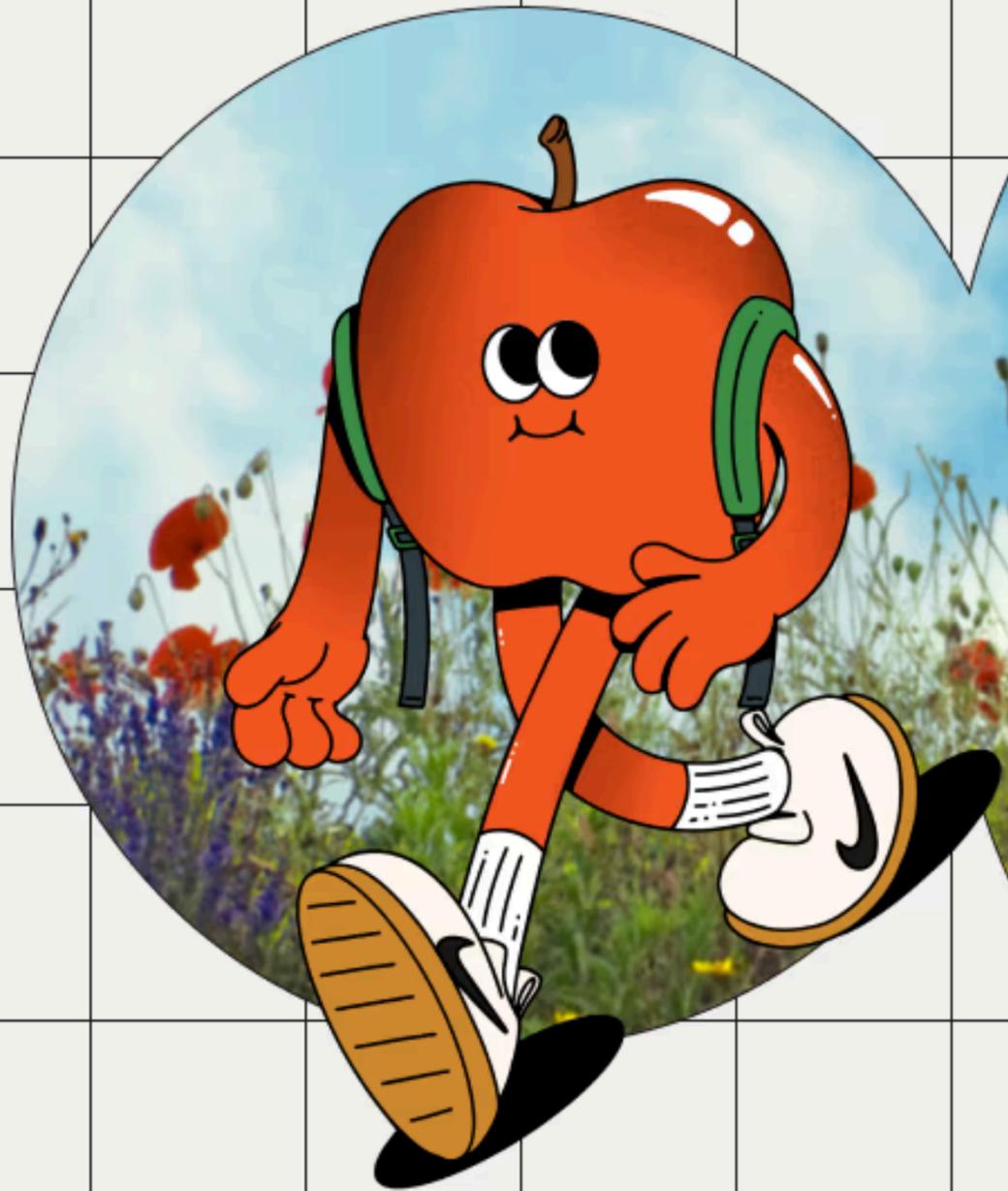


The future of retail is omnichannel—and Nike is nailing it | Echo Blog

Explore how omnichannel is the dominant model in retail, how Nike has pioneered this innovative approach, and why geospatial data takes it to the next level.

echo-analytics.com / Jan 28, 2025





07 SOCIAL RESPONSIBILITY

Commitment to Social Responsibility

- Nike focuses on ethical practices like diversity, inclusion, and fair treatment in the workplace.
- Invests in sustainability by reducing waste, using recycled materials, and improving factory conditions.
- Supports community programs, sports access, and youth development to build trust with consumers.

Global Operations & Expansion

- Runs stores and distribution networks all over the world, adapting to different cultures and economies.
- Adjusts marketing, products, and pricing to fit local needs in each region.
- Staying flexible helps Nike stay competitive in the global market.

Enhancing Brand Reputation

- Social and ethical initiatives make Nike look more responsible and trustworthy.
- Consumers are more likely to support brands that care about people and the planet.
- Being socially responsible helps Nike stand out in a crowded, competitive industry.



08



GLOBAL PERSPECTIVE

International operations, distribution, expansion opportunities.

- Nikes international operations/headquarters are located in Beaverton, Oregon,
- 3 major distribution centers located Memphis, Tennessee (North America), Laakdal, Belgium (Europe), and Taicang, China (Asia). Supported by a global network of other distribution hubs and regional centers, with specific facilities located in countries like Japan, South Korea, and various US states.

POSSIBLE EXPANSION OPPORTUNITIES

- Ethiopia: Fastest growing economy in Africa
- Their currency is much lower than the US Dollar (1 USD = 154.82)
- could boost production for lower cost
- Huge demand for shoes

09

CURRENT EVENTS



Recent Product Launches

Released new running and lifestyle shoes with updated cushioning and design.

Continued dropping Kobe line and other hype sneaker collections that got strong attention online.

New releases focus on performance improvements, comfort, and fresh styles to keep customers interested.

Strategic Partnerships

Partnered with brands and creators (like SKIMS) to reach more women and lifestyle-focused consumers.

Keeps working with athletes, influencers, and cultural figures to stay relevant across sports and fashion.

These partnerships help Nike reach new audiences and stay competitive. (Allaire, 2025)

Financials based on stock November 6th Nike's price per share was \$60.80 regarding the stock market.

After one week we checked again and it increased to \$63.50 per share which was a 4.44% increase.

Sustainability Initiatives

Increasing use of renewable energy and cleaner materials in their supply chain.

Pushing for lower emissions and more recycled materials in footwear and apparel.

Promotes community and environmental programs to strengthen social responsibility.



Kobe Footwear and Apparel Release During Nike's Year of the Mamba

Kick off your year with new sneakers and apparel inspired by Kobe Bryant.

Nike.com

10

BUSINESS FINANCIALS

NIKE AND ITS COMPETITORS



NIKE

NIKE

**URBAN
OUTFITTERS**

**RALPH
LAUREN**

11



FINANCIAL PERFORMANCE AND COMPETITOR BENCHMARKING

COMPANIES	NIKE	URBAN OUTFITTERS	RALPH LAUREN
NET SALES — FISCAL 2024	\$46,309 B <small>(NIKE, 2025)</small>	\$5,550.7 M <small>(Urban, 2025)</small>	\$7,100 M <small>(Ralph Lauren Corporations, 2025)</small>
NET SALES — FISCAL 2023	\$51,362 B <small>(NIKE, 2024)</small>	\$5,153.2 M <small>(Urban, 2024)</small>	\$6,631 M <small>(Ralph Lauren Corporations, 2024)</small>
% CHANGE (2024 VS 2023)	-9.84 %	+7.71 %	+7.07 %
NET PROFIT — FISCAL 2024	\$5.7 B <small>(NIKE, 2025)</small>	\$402.5 M <small>(Urban, 2025)</small>	\$646.3 M <small>(Ralph Lauren Corporations, 2025)</small>
% PROFIT MARGIN — 2024	+11.1 % <small>(NIKE, 2024)</small>	+7.25 % <small>(Urban, 2024)</small>	+9.7 % <small>(Ralph Lauren Corporations, 2024)</small>

12



CAREER OPPORTUNITIES

01

HANNA

SALES ASSOCIATE

Top Level Role: Store Manager

Job description: provides exceptional customer service by assisting shoppers with product selection, processing transactions, and maintaining store presentation. They support sales goals through strong communication, product knowledge, and teamwork in a fast-paced retail environment.

Responsibilities:

Customer Service- greet customers, engage in conversations, handle returns, provide product knowledge.

Sales and Product Knowledge- Understand Nike product lines (footwear, apparel, equipment), Explain features like Air. React, Flyknit, Dri-FIT

Store Operations- Stocking and Replenishing inventory, Organizing displays and maintaining merchandising standards.

Cashier Duties- Operate POS system, process purchases, returns, and Nike Membership

- **Skills:** customer service, product knowledge, POS, teamwork
- **Qualifications:** Strong communication, interest in sports/fitness, basic customer-service skills, high school diploma.
- **Salary Range:** Around \$14-\$18/hr depending on location

Reflection: This career path interests me because being a sales associate lets you get hands on experience within the retail industry which is an important entry level job to help you gain knowledge and experience for my future end goal career path

02

BROOKLYNN

PRODUCT AND STYLING SPECIALIST

Job description: supports product storytelling and coordinates styling for major product launches and brand moments

Responsibilities: defining seasonal product categories, supporting styling for brand events, managing product samples, align storytelling

Qualifications:

- 2+ years of work experience in styling or product
- Strong attention to detail
- Passion and knowledge of sport and Nike
- High taste level and aptitude for current trends and pop culture
- Ability to work under pressure

Salary: \$102K - \$152K per year

Advancement opportunities:

- Lead Designer, Sport styling excellence

Top Level role:

- Creative director

Skills / motivation: brand storytelling, product management expertise, customer communication and connection

Reflection: This career path interests me because I want to work hands on with projects and campaigns for brands that create connection with the customer and I am passionate about styling.

03

ALAN

CREATIVE DIRECTOR

Job Description:

A Creative Director at Nike leads the overall creative vision for product, design. They guide how Nike's campaigns, visuals, and product concepts look and feel.

Main Responsibilities:

- Lead creative teams and approve final designs
- Develop seasonal creative themes and brand concepts
- Oversee major campaigns, photoshoots, and product storytelling
- Ensure all visuals match Nike's brand identity and culture

Qualifications:

- 7-10+ years in design, branding, or creative leadership
- Strong creativity, trend awareness, and storytelling skills
- Deep knowledge of sport, culture, and Nike's brand as a whole
- Strong communication and ability to lead teams under pressure

Salary Range:

Around \$102K-\$152K+, often higher depending on level.

Advancement Opportunities:

- Executive Creative Director
- VP of Creative
- Global Creative Leader

Key Skills / Motivation:

Creativity, strategy, leadership, communication, cultural awareness, innovation.

Reflection: This career path interests me because as a creative direction we are in charge of how the brand is gonna impact the consumer and also inspire.

MAKE
YOURSELF

FIT

13

CONCLUSION



Nike is a global leader in athletic wear and footwear supported by strong athlete partnerships, innovative products, and a clear mission focused on inspiring every athlete in a sustainable way. Their efforts to become sustainable, digital improvements, and global expansion continue to strengthen their brand. Financial growth and new collaborations also show Nike's strong position in the shoe/fashion industry.

Nike is a great company for students starting their careers. They offer clear growth from entry-level roles to corporate positions, strong leadership development, and opportunities across marketing, retail, design, and management. Their fast-paced and creative environment makes them an exciting place to work.

GET FIT. NIKE FREE XT

START WITH YOUR FEET, AND GET FIT FROM THE GROUND UP. INSPIRED BY NIKE FREE TECHNOLOGY, NIKE FREE XT QUICKLY FLEXES AND RESPONDS TO YOUR FOOT'S NATURAL MOTION AS YOU WORK OUT, FOR A MUSCLE-IGNITING, HEAD-TURNING UNSTOPPABLE YOU.

NIKEWOMEN.COM



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