

Analysis of Nike Inc

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Abstracts

Nike, Inc. is engaged in the design, development and worldwide marketing of footwear, apparel, equipment and accessory products. It sells its products to approximately 18,000 retail accounts in the United States and through a mix of independent distributors, licensees and subsidiaries in nearly 200 countries.

Nike's athletic footwear products are designed for specific athletic use, although some of its products are worn for casual or leisure purposes. The company creates designs for men, women and children. Running, basketball, children's, cross-training and women's shoes are the Company's top-selling product categories.

Nike also markets shoes designed for outdoor activities, tennis, golf, soccer, baseball, football, bicycling, volleyball, wrestling, cheerleading, aquatic activities, hiking and other athletic and recreational uses. It sells active sports apparel that covers most of these categories, athletically inspired lifestyle apparel and others.

Aruvian's R'search presents Analysis of Nike Inc. A complete and comprehensive analysis of Nike Inc, the world's leading computer software company, includes an overview of the sporting goods & equipments industry in the United States, a PEST Framework Analysis of the US Sports Goods & Equipments Industry, and then moves on to analyzing the company itself.

Company analysis from Aruvian includes a history of Nike Inc, a business segment analysis of the segments Nike Inc operates through, a look at the organization structure of the company, a geographical operating segments analysis, an analysis of the company's major competitors namely Adidas AG and Reebok International Ltd.

A financial analysis of Nike Inc is presented in the report which includes a ratio analysis, basic profit and loss analysis, presentation of the company balance sheet, and much

more.

A SWOT Framework Analysis of Nike Inc completes this in-depth company analysis.

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