

BRS Nike Taiwan Co Ltd in Apparel and Footwear (Taiwan)

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Date: March 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: B57FF2BBBC6EN

Abstracts

BRS Nike Taiwan Co Ltd is expected to target kids aged 7 to 12 with the launch of Nike+ Run Club training for children. The company is aiming to approach the younger generation in order to build strong brand awareness among kids so that they will grow-up sticking to Nike as their favourite brand.

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