

# Nike Argentina SA in Apparel and Footwear (Argentina)

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## Abstracts

Nike Argentina is focused on adding services to improve the customer purchasing experience in its stores. Nike recently opened its largest store in Latin America in Argentina. Located in the Alto Palermo shopping centre, the outlet has 1,400 sq m of selling space and offers not only products but also services such as free gym classes for women. The company is clearly looking to offer a wide range of services and an innovative experience in the local retailing landscape.

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## Contents

Strategic Direction

Key Facts

Summary 1 Nike Argentina SA: Key Facts

Summary 2 Nike Argentina SA: Operational Indicators

Retail Operations

Summary 3 Nike Argentina SA: Retail Operational Indicators

Internet Strategy

Competitive Positioning

Summary 4 Nike Argentina SA: Competitive Position 2016

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