

# Nike Australia Pty Ltd in Apparel and Footwear (Australia)

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## Abstracts

Nike Australia's current strategic direction has been focused on getting closer to the female customer by launching a new training line that offers an alternative to traditional gym footwear such as studio wraps and ballet flats. The new footwear responds to the increased participation of women in activities such as yoga, dance and barre. Although these activities can be regularly performed barefoot, the company's innovative design offers customers a barefoot feel with the protection, traction...

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