

Nike Benelux BV in Apparel (Netherlands)

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Abstracts

Within sportswear, Nike and adidas are constantly neck and neck in the race for first position. Nike invests significantly in product development, which is reflected in its product offer. Recent launches in the Netherlands included the 27th edition of the Nike Air Jordan 2012 with the main benefit being interchangeable insoles, the LunarEclipse+ 2, the Zoom Kobe VII System Supreme sneakers and lastly the Fuel band which measures daily physical activities. These examples reflect the highly...

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Contents

Strategic Direction

Key Facts

Summary 1 Nike Benelux BV: Key Facts

Summary 2 Nike Benelux BV: Operational Indicators

Company Background

Chart 1 Nike Benelux BV: Nike in Rotterdam

Production

Competitive Positioning

Summary 3 Nike Benelux BV: Competitive Position 2012

Internet Strategy

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