

# Nike (China) Inc in Apparel and Footwear (China)

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## Abstracts

Benefiting from the Chinese government's support for expanding domestic demand, accelerating the development of the sports industry and the growing popularity of sports participation in China, Nike (China) Inc is focusing on store operations in higher-tier cities, developing more professional single-category stores, further strengthening its brand influence, in order to sustain its leading position in sportswear in China. Meanwhile, the company will make more efforts to develop its Nike Kids...

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