

Nike Denmark ApS in Apparel and Footwear (Denmark)

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Abstracts

Reacting to the specifics of Danish sportswear, Nike Denmark ApS is aiming to maintain its position as the leading player in Denmark by focusing on a combination of performance sportswear with high functionality and trendy sports-inspired apparel. The company's strategy is to merge these two categories by adding fashion-inspired design to the performance category and functionality to its sports-inspired product range.

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