

Nike do Brasil Comércio & Participações Ltda in Apparel and Footwear (Brazil)

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Abstracts

Nike has great expectations for Brazil based on the increasing purchasing power, especially amongst middle-income groups, allowing consumers to switch from local to international brands offering higher technology and comfort as well as being considered status symbols in the country. The company is especially strong in football, sponsoring the national team as well as several local teams including Corinthians, Internacional, Coritiba, Santos and Bahia. However, due to the growing success of...

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Contents

Strategic Direction

Key Facts

Summary 1 Nike do Brasil Comércio e Participações Ltda: Key Facts

Company Background

Competitive Positioning

Summary 2 Nike do Brasil Comércio e Participações Ltda: Competitive Position 2013

Retail Operations

Summary 3 Nike do Brasil Comércio e Participações Ltda: Retail Operational Indicators

Internet Strategy

Production

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