

# Nike France SA in Apparel and Footwear (France)

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## Abstracts

Nike France SA is accelerating flagship-store openings in France and aims to have one in all major French cities by 2016 and before the 2016 UEFA European Championship. Nike France SA is expected to move away from the cycling category; the Nike brand suffered from its association with disgraced cyclist Lance Armstrong, who in 2013 admitted to systematic drug use and bullying throughout his seven victories at Le Tour de France. This illustrates the potential hazard with celebrity endorsement.

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## Contents

Strategic Direction

Key Facts

    Summary 1 Nike France SA: Key Facts

    Summary 2 Nike France SA: Operational Indicators

Competitive Positioning

    Summary 3 Nike France SA: Competitive Position 2014

Retail Operations

Internet Strategy

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