

Nike Inc in Apparel (Italy)

<https://marketpublishers.com/r/NF459BBF80CEN.html>

Date: November 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: NF459BBF80CEN

Abstracts

The Nike brand is the most powerful asset portfolio of Nike Inc, accounting for some 85% of its total revenues. Nevertheless, the company's other brands continue to increase their contribution to the global growth strategy of the company. Following its acquisition of Umbro, Nike has expanded its presence among the leading football clubs in Italy. There is also increasing demand for Nike's Converse brand due to the aggressive advertising for the brand's iconic All-Star design. The recent run of...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Clothing, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Nike Inc: Key Facts

Summary 2 Nike Inc: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Nike Inc.: Competitive Position 2012

Internet Strategy

I would like to order

Product name: Nike Inc in Apparel (Italy)

Product link: <https://marketpublishers.com/r/NF459BBF80CEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/NF459BBF80CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970