

Nike Inc in Apparel and Footwear (Australia)

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Abstracts

Nike Australia's current strategic direction is to get close to customers in Australia with innovative strategies that enable the company to engage with its customers across different channels, whilst enhancing overall experience with the brand. Activities like the She Runs the Night nocturnal fun run, pop-up store activations and the introduction of in-store technology are expected to continue in the forecast period.

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