

# Nike Inc in Apparel and Footwear (Greece)

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## Abstracts

Nike plans to maintain its position in Greece by continuing a marketing strategy which is expanding to include more product designs and wider product variety in order to appeal to increasingly different consumer groups and needs. With men being an already established consumer base, women are top priority for the company's marketing. Children are also developing into a key target group. Nike Inc also plans to target more specific groups among men with more specialised products.

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## Contents

Strategic Direction

Key Facts

Summary 1 Nike Inc: Key Facts

Summary 2 Nike Inc: Operational Indicators

Competitive Positioning

Summary 3 Nike Inc: Competitive Position 2014 (GBO level)

Retail Operations

Summary 4 Nike Inc: Retail Operational Indicators

Internet Strategy

Chart 1 Nike Inc: Nike in Thessaloniki

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