

Nike Inc in Apparel (Saudi Arabia)

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Abstracts

In spite of having kept a low profile in Saudi Arabia in terms of sponsorships and advertising, Nike is likely to increase its activities in this respect during the forecast period in order to catch up with competitor adidas. The company's agreement with Sun and Sand Sports in 2010 as its distributor in Saudi Arabia can already be seen as a first step towards likely further outlet expansion in the country. Having signed an endorsement deal with Rory McIlroy at the start of 2013, Nike is also...

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