

Nike Inc in Apparel (South Africa)

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Abstracts

Nike is expected to continue to benefit from strong innovation and a high profile in South Africa during the forecast period. The company's products will continue to be coveted by a large number of consumers. The company will however have to strive to reduce the impact of strong counterfeit sales during the forecast period, working closely with law enforcement agencies. The company will continue to drive growth during the forecast period by focusing on online marketing and on expanding its...

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