

# Nike Inc in Apparel (Thailand)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: N472998770FEN

## Abstracts

Nike Inc had no plans to open new outlets or develop internet retailing for Nike products in Thailand at the end of the review period. The company's 26 Nike stores are focusing on urban customers and tourists. Nike aims to focus on product development in sports footwear in particular, as well as establish a stronger relationship with customers via social networking sites such as Facebook and Twitter.

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