

# Nike Indonesia PT in Apparel and Footwear (Indonesia)

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## Abstracts

Nike Indonesia is a wholly-owned subsidiary of Nike Inc; therefore, its strategy in Indonesia is aligned with the parent company's overall strategy. In Indonesia, the company will introduce more new sportswear and footwear to spark consumers' interest in the Nike brand. In addition, it aims to improve the availability of Nike products via more department stores, apparel and footwear specialist retailers and sports goods stores in the major cities inside and outside Java. Currently, Nike...

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