

# Nike Israel Ltd in Apparel (Israel)

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## Abstracts

The company's main goal is to expand the sportswear category, which is considered to be underdeveloped in Israel. One of its points of focus is women's sportswear, as this is an emerging category. One of the expected directions of the company is to collaborate with fashion designers on clothing collections, as these collaborations receive wide mainstream media attention. Another goal of the company is to take advantage of the trend towards branded children's footwear.

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