

Nike Israel Ltd in Apparel and Footwear (Israel)

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Abstracts

Nike continues to create a supportive community around its brand via the promotion of sports activities, for example the Nike Night Run. At the registration stage each participant receives a race shirt voucher that can be used in one of Nike's stores. With such activities the company has increased sales and traffic to its stores as well as boosted the brand's popularity. The company continues to expand the sportswear category, which is underdeveloped in Israel. One of its main focal points is...

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