

Nike Norway AS in Apparel and Footwear (Norway)

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Date: May 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: N0B509DF913EN

Abstracts

Nike Norway aims to continue its steady rise in apparel and footwear in Norway by reinforcing its strong position as the leader in sportswear. This will be achieved by the continued prominence of the Nike brand on the international stage as well as a more specific national focus, such as the recent agreement to manufacture the kit of the Norwegian football team. Sponsorship, strong marketing and quality sports gear will reinforce Nike's position of strength in the country and are expected to...

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