

# Nike Poland Sp zoo in Apparel and Footwear (Poland)

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## Abstracts

Nike Poland has a strong position on the Polish apparel market and it is expected that its share will increase further in the forecast period. The company will continue to be positioned as a premium brand and will focus primarily on sponsoring various sporting events, mainly football and running. The company did not significantly increase its distribution network in 2013 and there are no such plans for the coming years.

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