

Nike Portugal SA in Apparel (Portugal)

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Abstracts

Football is expected to remain Nike's main strategy in the Portuguese territory over the forecast period. Fuelled by the sponsorship of the Portuguese national football team and its star Cristiano Ronaldo, Nike is likely to intensify marketing campaigns, particularly in the months leading up to the 2014 World Cup. In addition to football, outdoor products focusing on activities, such as jogging, are expected to continue attracting Portuguese devotees, with Nike likely to invest heavily in the...

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