

Nike Retail BV - Sucursal em Portugal in Apparel and Footwear (Portugal)

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Abstracts

Under one of the most iconic and recognised slogans related to the sports and fitness world, “Just Do It”, Nike is anticipated to take advantage of Portuguese consumers’ increasing predisposition to practice outdoor sports and is likely to disclose motivational TV announcements alluding to this brand products. Nike Portugal is also set to revitalise football merchandising sales in Portugal. After losing the merchandise sales of Futebol Clube do Porto in 2014, Nike has been endeavouring to...

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