

Nike Sales (M) Sdn Bhd in Apparel and Footwear (Malaysia)

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Abstracts

Nike Sales (M) Sdn Bhd is planning to expand its distribution channels and brand awareness among the community with aggressive advertisements of its brand on television and participating in charity or sponsorship events. The company tries to promote the experience of comfortable and good quality when wearing its products rather than comparing prices. In addition, the company strives to achieve product innovation globally so that its consumers can feel differently when wearing its sportswear.

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