

Nike Singapore Pte Ltd in Apparel (Singapore)

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Abstracts

In a bid to maintain its position as the leading sportswear brand in Singapore, Nike Singapore is expected to increase its marketing efforts in organising more campaigns and races, as well as sponsorships and improving its product technology. The company aims to enhance its brand equity and recognition of its Nike brand in order to further boost its value sales in the long term. Nike Singapore will innovate and produce sportswear of better performance yet environmentally friendly so as to...

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