

Nike Türkiye in Apparel (Turkey)

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Abstracts

Nike Türkiye AS endeavours to strengthen its position by enhancing its image as a sportswear brand. The company endorses various sports and cultural events targeting younger customers. It continued to increase its market share and revenues both during and after the recession. The company had a stronger years in 2012 due to increasing demand related to various sports events that took place during the year, including the Super League play-offs, the UEFA European Cup and the London Olympic Games.

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