

Nike Venezuela SA in Apparel (Venezuela)

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Abstracts

Nike Venezuela SA is present in Venezuelan apparel with Nike stores, where only Nike products are sold. Stores' product assortments vary from functional items, to be used to practice a specific sport, and urban designs targeting consumers' informal dressing trends. Nike Venezuela plans to expand the number of its stores in order to be present in the most important shopping centres in the country. However, other independent sports clothing and footwear stores will continue to distribute Nike...

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Contents

Strategic Direction

Key Facts

Summary 1 Nike Venezuela SA: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Nike Venezuela SA: Competitive Position 2012

Internet Strategy

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