

Nike Product Development from concept to customers, Case Study

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Date: July 2022

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Abstracts

In this report four questions of the case study related to Nike are answered clearly and nicely. (Continued...) Wordcount of report: 750words

Contents

Explain the Nike's research and development department functions?

What is prototype? And how Nike was testing its prototypes?

What is Nike Positioning Strategy?

How Nike find consumers and what promotional element they use to attract the customers?

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