

Value chain, Porter five forces model and economic Attributes Framework of Nike

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Abstracts

Nike Inc is an international American company that offers products and services in Europe, Asia, America, Japan and China. Converse, Hurley, Nike, and Jordan brand are main brands of the company. Self-governing suppliers make and distribute the products and services of Nike Inc. The company is committed in the manufacturing, marketing, designing, developing and distributing of apparel, shoes, accessories, tool, and other facilities. Nike Inc is one of biggest retailers of shoes and clothing in whole world and headquarter of the company is situated in metropolitan area of Portland. In 1964, the company was incorporated by two independent proprietors. Various retailing stores are operated by company with the Niketown name as well. Nike Inc is providing employment services to more than 45000 people in various nations (Cutrini, 2011). The industry of Apparel and footwear is growing rapidly. In this report, we will analyze the value chain analysis of Nike Inc, Porter's Five forces model and economic attributed frame work in order to know the developing position of Nike Inc and industry.

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