

# Good business plan about nike

[Business](#), [Marketing](#)



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## **Marketing plan**

On the other hand, below the line marketing approach, as per Weetman (90) denotes a more customer-centric approach towards marketing or sustaining information relay. Hence, from the evaluation of Nikes approach in the sponsorship tactic towards Kent, a public relations approach is pivotal. The public relations approach focuses on setting up tents within the university and close to the public community. The public relations campaign focuses on ensuring that the public can evaluate the diverse information on the sponsorship deal and analyzes the various products available. Most fundamentally, the public relations campaign will sustain a more emphatic comprehension of the discounted prices of the goods and services available to the customers within the university. Information accessibility is crucial towards ensuring that the performance mandate is mutually beneficial with Nike accruing plausible profitability and performance. Additionally, the use of personal selling will be focused on ensuring comprehension of the partnership mandate. The use of sales personnel will ensure that the partners understand the operational facets of the partnership deal.

University administration, the students and the surrounding community will understand the prevailing aspects of the partnership imperatively. Hence, from the use of sales personnel, a more close-knit comprehension of the various aspects of the partnership is bound to prevail. Information availability is critical towards necessitating profitable outcomes for the organization. As such, the inculcation of a more customer-centric performance approach is crucial towards ensuring information availability to the prospective customers. Accordingly, the public relations campaign will sustain an avenue for the widespread customers to ensure information availability.

## **Finance**

Financial accessibility is imperative for the various operations to progress. Admittedly, financial availability is bound to ensure proper performance of the various targets evident. Thus, from the examination of the prevailing proposal, a proper financial plan is as follows:

## **Conclusion**

Sustenance of an effective and mutually beneficial partnership between Nike and the university, it is imperative that plausible operational policies are used. From the above evaluation, the inculcation of proper measures towards ensuring a successful partnership is essential within the partnership approach. Admittedly, the partnership between the university and Nike should emanate from the various evaluated processes focused on successful outcomes. Thus, within the operational facet of the proposal, effective

partnership and clear cut guidelines will play a critical role towards sustainable partnership.

### **Works cited**

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Weetman, P. Management accounting. New York: Prentice Hall/Financial Times. 2010.