

Mark parker: a seasoned veteran takes the helm at nike

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Mark Parker: A Seasoned Veteran Takes the Helm at Nike's Case Study Task

The external problems faced by Mark Parker when he assumed the leadership of Nike includes the high stakes in American market that were outstandingly high. For example, companies like Adidas had strongly emerged after acquiring Reebok (Lussier & Achua, 2010). The internal problem Mark faced was maintaining comparable ideologies with Nike's boss despite having his own personal stratagem of improving business operation. He responded to the challenges by his ability of majoring on consumer trends and being a product connoisseur; hence, made intimate relationship with Knight. (Lussier & Achua, 2010).

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The evidence that shows Nike Company is implementing SWOT analysis is the decision on focusing on customer's demand as the strength of the company. Nike has recognized Adidas as a threat to the company, and consequently, come up with workable strategies that would make it as the preeminent Company globally (Lussier & Achua, 2010).

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Value of customers; Mark Parker believes that his progress lies on the centers on customers whom he refers to as ' Company boss'. Through ' Customer Category' program, the company is able to produce exceptional products to its customers exclusively (Lussier & Achua, 2010).

Synergistic opportunities; Mark Parker has identified opportunities such as joining hands with Apple Company to come up with a successful program known as Nike + iPod that allows a client to communicate with ultimate personal running and workout experience (Lussier & Achua, 2010).

Build Company's core competencies; Mark Parker came with a competence of valuing customers and listening to their opinions and demands (Lussier & Achua, 2010). This has assisted the company to create intimate relationship with Company's products.

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Mark Parker can employ power, politics, networking, and negotiation as effective tools of leadership by using the sectors to advertise the company's product, mission and goals to the accessible clients.

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Communication, coaching and conflict management are critical skills for Mark Parker to use in his efforts to reposition the company and address its weakness. Communication is significant in relying information to all departments for the effective running of projects and programs. Coaching improves the skills and knowledge of the workers; hence making them innovative and creative for a successful business operation. Conflict management solves problems that arise in the company and reduces the chances the company from collapsing.

Reference

Lussier, R. N., & Achua, C. F. (2010). Leadership: Theory, application, skill development.

Australia: SouthWestern/Cengage Learning. ISBN: 0-324-596553.