

# Operations management

Business



## Nike Adopt Differentiation Strategy Nike Adopt Differentiation Strategy

Multinational corporations across the globe are adopting different strategies to be at the top in the business world. One such corporation is the multinational corporation known as Nike. It is a corporation that has adopted the differentiation strategy to enable it to reach a much wider target market. The corporation is now involved in more operations than it started out with. It is having a piece of their pie across the globe in selling accessory products, footwear, and heading research in their products that ensure they are superior to competing corporations. Nike is growing larger, and it is harder for competing corporations to keep up with the trend (Hill & Jones, 2011). This paper will examine the differentiation strategy, and how well it is working for the corporation.

Distinctive marketing strategies are part of the corporation as they intensify their distribution in different regions. By sponsoring some of the world's famous athletes with their merchandise, they are capitalizing on the available market. Scientific research in kinematics has pushed normal athletic wear to the limit. This is through finding out how to increase speed and agility among its users. All this is in the name of attracting more consumers, at the same time, retaining the loyal group. The different products offered work to ensure that more individuals are willing to spend their money on Nike products. This falls under product differentiation, which cannot be rivaled by any other group (Hill & Jones, 2011).

In conclusion, the distinctive marketing and advertising techniques the corporation incorporates guarantees their stay at the top of the business market. The different approach to their products fosters a relationship between the corporation and its consumers. Individuals will always want

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more of the corporation's products because they always have something new (Hill & Jones, 2011). As the business environment changes, it is wise for many organizations to also change. This is lest they get left behind and fail to catch up in this fast-paced, competitive business world.

#### Reference

Hill, W. L., & Jones, G. R. (2011). *Essentials of strategic management*. New York: Cambridge University Press.