

Nike online free

Business



NikeCase Study:

Nike, Inc.

is an American multinational corporation that is engaged in the design, development and worldwide marketing and selling of footwear, apparel, equipment, accessories and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area. It is the world's leading supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US\$24.1 billion in its fiscal year 2012 (ending May 31, 2012). Nike is really one of the most successful producers of sports wear and equipment and they continue improving their position on the market. The success of Nike depends on the quality of its products.

Moreover, like every corporation Nike spends great, even enormous sums on advertisement. The leading sportsmen of the world are paid to wear and advertise its equipment. Nike tries to look like an honorable corporation and gives much money on charity and special funds for people who need medical treatment. Nike has always been criticized for using extremely cheap labor force at the factories of China, Vietnam and Thailand but it has always managed to avoid problems like that. Being one of the most popular brand of sportswear, Nike attracts new and new customers. Students who study business and management are often asked to prepare a case study on Nike inc in order to realize the factors which influence its success.

A well-organized case study should be informative, well-analyzed and interesting. Every case study is a small research of the given topic. Students

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are given a problem and a case site. They have to investigate the cause and effect of the problem in the case site and analyze the possible solution of the problem. The most common case studies concerning Nike are connected with the quality of its wear and equipment, its competition with other producers of sportswear, etc.

In order to research the problem effectively one has to collect enough data on the topic and the case site. Moreover, one should be aware of the history of Nike, the type of sportswear it manufactures, number of shops and factories. The best literary sources which are helpful to investigate the problem are: books, magazines, periodicals, encyclopedias dedicated to the corporation. The more effective way to gather data on the case is to interview people who are connected with it. The information gathered this way will be more objective and one will be able to analyze the problem more effectively and draw right conclusions. In order to organize the writing process properly, one should take advantage of free sample case studies on Nike brand in the Internet.

Every online free example case study on Nike and Adidas is a good model of structure, format, analysis, creative smart ideas and manner of writing.