

Good example of external analysis of nike essay

[Business](#), [Company](#)



Nike remains as the world's largest dealers of athletic apparels. It includes even the foot wears. Nike has made great progress in selling foot wears or athletic materials. It can be attributed to the performance and the reliability which they have always shown in their work. One of the officials in Nike once said that the performance of their shoes, their apparels, their equipment, the support as well as the service are very important in maintaining the aspects of competition in every section of the company. The company is also aiming to lead in the corporate citizenship through programs that will help show how the Nike Company cares for the world (Macbee, 2010 p 12).

The primary industry of Nike is on the sales of the athletic materials. The company thrives so well through selling of the athletic materials including footwear. The way in which Nike as a company defines itself is useful.

Whenever people hear the word Nike, what comes in mind is about athletics wear. As a company, Nike has managed to maintain its position for a long time in the athlete apparels market place.

Nike currently is thriving in their business. It has always adapted to the latest trends. Nike is one of the companies that can be said to have incorporated the use of technology to their advantage. The type of materials that they are manufacturing is those that are currently being used, as such, they have remained relevant for a long time.

The five forces of the model to the industry are the economic forces, and it has affected the company's operation. The EU is said to be changing into one currency. It will have either positive or negative impacts depending on how they will react to it. The economics of the United States is also slow and, as a result, the contract manufacturing is chosen by many athletics shoes

company.

The second force is the social forces. MacBee (2010) notes that since the 1970's customers are more brands minded. The sport consumer preferences are currently changing into more fashion oriented. So that the young people get the products, a lot of advertising and the use of internet have to be incorporated. The young people buy for leisure. The women consumer has dominated the shoe market because of the lifestyles that are changing.

In the area of political forces, it can be said that the world is currently entering a trade climate with international bodies like the NAFTA and GATT. The EU has also implemented the anti-dumping regulation.

Technological forces are also affecting the way in which the Nike Company operates. They have always integrated the use of technology in their system to make their products. The latest technology is always used to make products and these matches with their vision.

The last force talked about in the paper is the competitive forces. The entry of the Reebok and Adidas in the market has increased the level of competition. The competition that is being experienced by Nike is something that is global and not local. The athletic shoe trend is going to be fashion oriented and not like it was before.

Nike is organized into two strategic groups. They include the generic strategies which involve the use of the network structures. The second type of strategy used by Nike is the detailed strategy which deals with the financial ratio found in the standard. The mobility barriers which exist in the operation of the Nike are seen only in the competitive ability. Nike has been facing enormous competition. Nonetheless, they have managed to stay on

top.

There are no other external factors which have not been covered in the analysis. From the analysis, it can, however he notes that much needs to be done to ensure that the company remains on top. Nike needs to come up with strategies that they can use to maintain their relevance as they have always done.

Works Cited

Macbee, Francis. Nike, Inc. Swot Analysis. Cleveland: Data monitor Plc, n. d. (2010). Print.

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