

Marketing of nike

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The growth of retail industry is always having a direct positive relationship with the economic growth. The phenomenon can be easily explained as when economic slowdown, the retail industry is expected to face challenges as the consumers begin to reduce and limit down their expenditures which will eventually reduce the retailer's revenue and profit. For example, in an economic recession, fewer consumers will think about buying a pair of new shoes to avoid an extra financial burden.

In addition, the increasing price of basic commodities will cause the retailers to face cost pressures which reduce their profit margin. Background of NIKKEI Company Nike Company is one of the largest retailers that involved in Malaysia's retail sector. It involves in the athletic footwear retail industry as its primary main focus is on supplying sportswear. It is the leading retail marketer of sport apparel, athletic shoes and a major manufacturer of sporting equipments in the world.

Nowadays, besides selling sportswear, Nike also involves in selling of casual and fashion footwear in order to increase its consumer networks coverage. To distribute its products, Nike is operating own outlets which known as Nike Town and distributing the franchises to most of the countries in order to extend the business throughout the world. Nike helps to create a lot of employment opportunities as it employed more than about 35000 (2010) people worldwide. The athletic...