

Nike shoes

[Business](#), [Marketing](#)



Nike shoes commercialization Nike shoes commercialization is one of the main reasons the product have a chance of dominating the market, increase the sale and their demand in the society. To be specific, a vigorous advertisement that favors all aspects of life ranging from sports to other hobbies should be encouraged. Even though this is most popular brand of shoe among the sports people and teens in school who engage in various life activities, to convince even the rest of the world to purchase the product, comfortability should be given the first priority in the advertisement. This will go a long way to increase the brand's purchase behavior across all people of all walks of life (Odies 389).

Nike shoes have a great influence in the athletic world. This has been achieved through the Nike Company inclusion of the youths in the cities in their advertisements. The company should also consider the poor people in the society and produce brands which have the comfortability and shows a sense of prestige. This will have the company increase its sale across all people in the society hence increasing its (Odies 389).

In addition to flexibility, quality and transportation issues should be addressed by the company to meet the demands of the community in time. This will enhance customer loyalty and discourage customers opting for other brands from other companies. This can be achieved through; establishing companies near their sales strong holds and where raw materials are available to cut the cost of production hence have a chance to produce Nike foot wears which will be appealing to the people and which will go for an affordable price(Odies 400).

In conclusion, the company should mostly concentrate on a monopoly that

will consider the rich and the poor to increase their sales. Also, ensure that the brands are available to its consumers in good time to meet the customers' demands.

Works Cited

Ferrell, O C, John Fraedrich, and Linda Ferrell. Business Ethics: Ethical Decision Making and Cases. Mason, OH: South-Western Cengage Learning, 2011. Print.