

MARKETING PLAN FOR NIKE'S NEW PRODUCT RANGE

Introduction

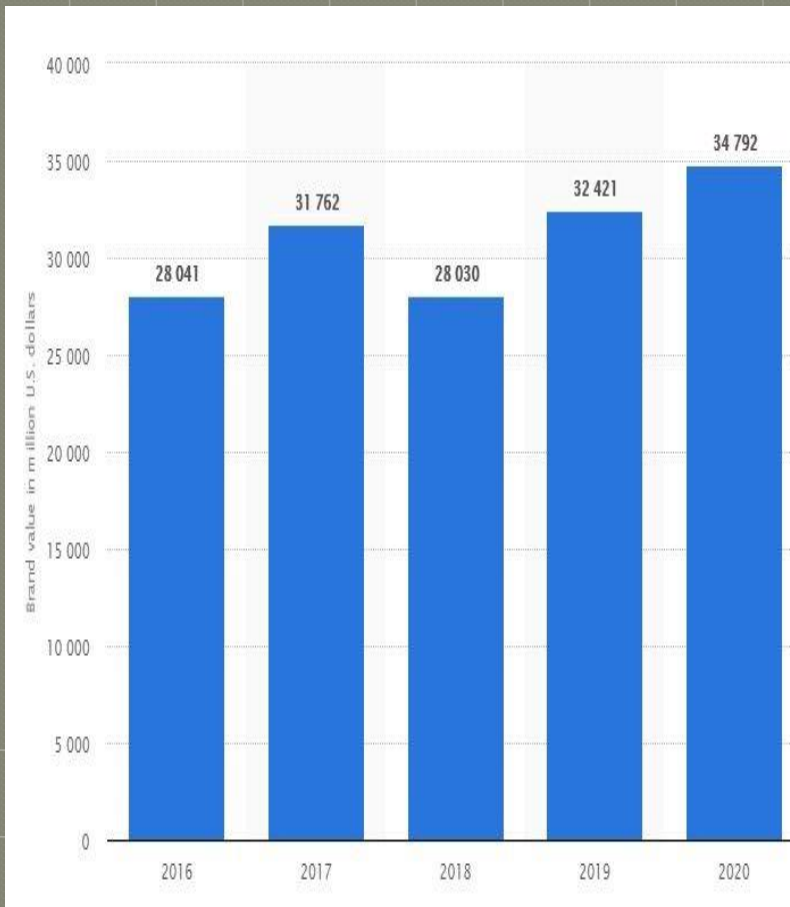
- Nike Inc is an American multinational brand
- involved in the design, manufacturing and worldwide marketing of footwear, apparel, accessories and a wide range of service
- Brand value as of 2020 is U.S \$34792million (Statista, 2020)
- Worldwide annual revenue of U.S \$37.4B for FY2020 (Statista, 2020)



Source:

<https://in.pinterest.com/pin/340655159293630827/>:

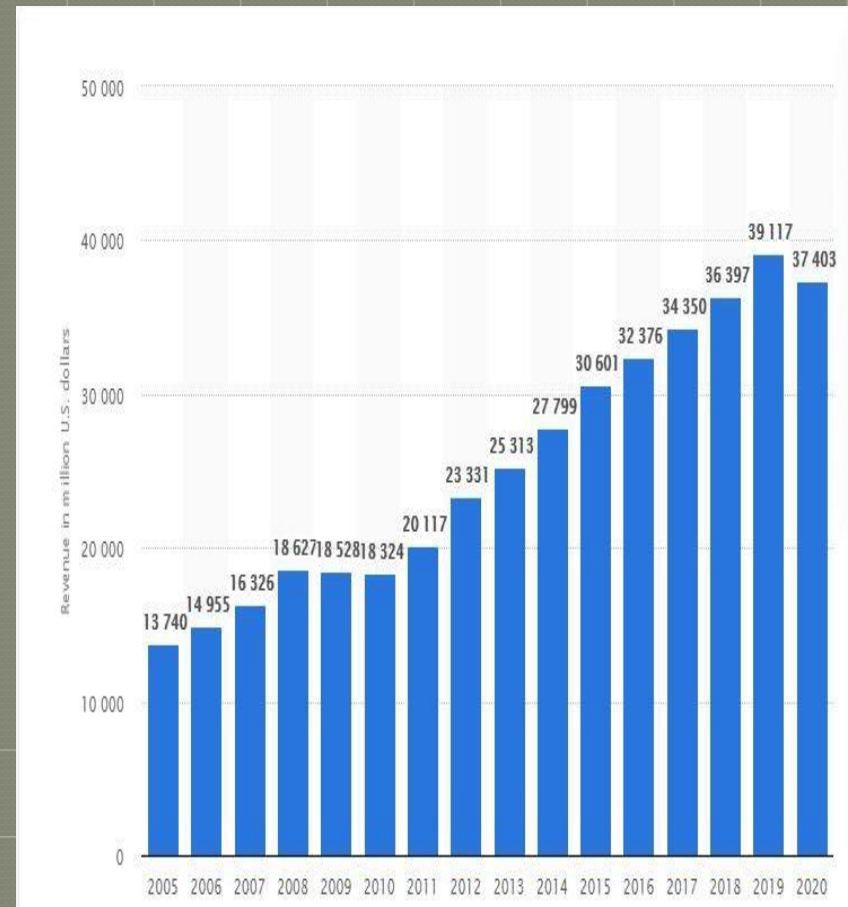
Introduction(Continued)



Brand value of Nike (2016-2020)

Source:

<https://www.statista.com/statistics/632210/nike-brand-value/>



Nike's revenue worldwide (2005-2020)

Source:

<https://www.statista.com/statistics/241683/nikes-sales-worldwide-since-2004/>

Environmental Analysis



- Political: Australia- liberal capitalist country with stable political condition
- Economic: 13th largest economy worldwide, currency exchange favoring US, temporary slowdown due to COVID-19, increase in unemployment
- Social: Small population, multicultural and multiracial (Frue, 2020)
- Technological: Favors innovation than its contemporaries (Frue, 2020)
- Legal: Flexible laws; ease of doing business
- Environmental: Environmentally conscious; lays importance on sustainability and climate issues

Source:

<https://www.ibisworld.com/industry-insider/how-to-use-industry-research/how-to-use-ibisworld-research-in-a-pestle-analysis/>

Environmental Analysis (Continued)

The **PESTLE analysis** therefore determines:

- the macro environmental factors are conducive for Nike to go ahead with the launch of its new product range
- the pandemic might negatively impact its revenue earnings temporarily
- Nike's brand loyalty and value would help in sustenance

Target Market



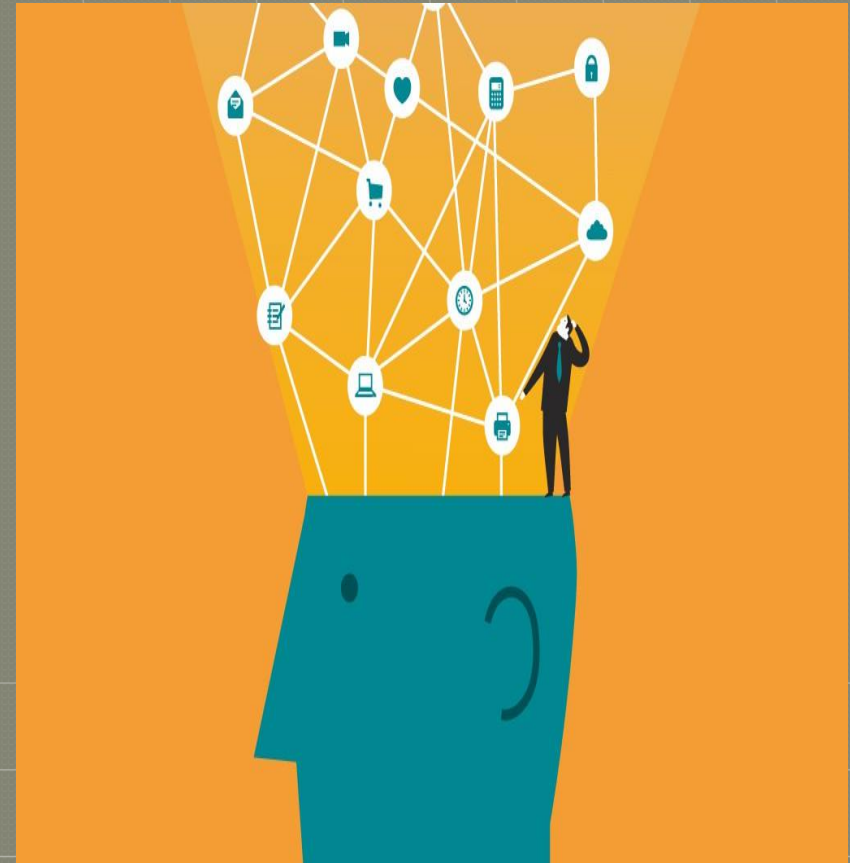
- The target market for Nike's upcoming product range Nike (M) are new and expectant mothers
- The Nike (M) kit comprises of:
 - a. supportive legging
 - b. tank top
 - c. sports bra that provides accessibility to the pump and the nurse
 - d. fleece pullover with extra material to fit the growing stomachs in pregnant women (Nike News, 2020)

Source:

<https://covid19.lacounty.gov/covid19-2-2/advice-for-pregnant-women/>

Marketing objectives of Nike

- Exploit the eco-conscious mindset of its female customer base
- Design a product range that is sustainable
- To establish itself as an accountable, inclusive and conscious brand
- To align its product range with innovation
- To distinctively demarcate itself from its competitor Reebok in the launch of maternity range



Source:

<https://www.properopartners.com/blog-business-marketing-objectives-2018/>

SWOT Analysis of Nike



SWOT serves as a tool for strategic planning and involves brainstorming (Phadermrod, Crowder & Mills, 2019)

STRENGTHS:

- Strong Brand Awareness
- Huge Customer Base
- Prioritizes sustainability
- Low manufacturing costs
- Superior marketing abilities

WEAKNESSES:

- Poor labor conditions in foreign market
- Dependence on U.S market
- Lawsuits
- Lack of diversification of products

Source:

<https://www.rhythmsystems.com/blog/4-steps-to-swot-a-pandemic>

SWOT Analysis of Nike (Continued)



OPPORTUNITIES:

- Innovative products
- New emerging markets
- Consumer direct strategy

THREATS:

- Counterfeit products
- Enhanced competition
- Pressure due to marketing budget

Marketing Strategy of Nike

Nike is often taken as an object of research in order to understand the marketing strategy practice (Zhang & Zhang, 2018)

Strategy for Nike (M):

- Aligning product range with sustainability
- 78-88% recycled polyester used as fabric (Nike, 2020)
- Promote itself as an environmentally conscious brand
- Exploit the heavy traffic on Nike's activewear sector
- Rely on mobile and desktop sites for launch
- Obtain competitive advantage over Reebok, its sole competitor



Source:

<https://www.feedough.com/what-is-marketing-strategy-examples-components-planning/>

Conclusion

Nike recognizes motherhood as an endurance test
Nike (M) aims to offer support in their ultramarathon journey of
motherhood



Source:
<https://www.lemorau.com/thank-you-for-your-visit/>

References

- Annual Report Nike. (2020). NIKE, Inc. Reports Fiscal 2019 Fourth Quarter and Full Year Results. Retrieved 3 November 2020, from <https://investors.nike.com/investors/news-events-and-reports/investor-news/investor-news-details/2019/NIKE-Inc-Reports-Fiscal-2019-Fourth-Quarter-and-Full-Year-Results/default.aspx>
- Frue, K. (2020). PEST Analysis of Australia: A Brief Look into Politics, Economy, Society and Technology. Retrieved 3 November 2020, from <https://pestleanalysis.com/pest-analysis-of-australia/>
- Nike News. (2020). Creating a Bond Between Motherhood and Sport. Retrieved 3 November 2020, from <https://news.nike.com/news/nike-m-maternity-collection>
- Phadermrod, B., Crowder, R. M., & Wills, G. B. (2019). Importance-performance analysis based SWOT analysis. *International Journal of Information Management* , 44, 194-203. DOI: <https://doi.org/10.1016/j.ijinfomgt.2016.03.009>
- Statista. (2020). Nike: brand value worldwide 2020 | Statista. Retrieved 3 November 2020, from <https://www.statista.com/statistics/632210/nike-brand-value/>
- Statista. (2020). Nike's revenue 2019 | Statista. Retrieved 3 November 2020, from <https://www.statista.com/statistics/241683/nikes-sales-worldwide-since-2004/>
- Zhang, J. (2018, August). Strategy of Sports Brand Network Marketing on the Basis of Brand Image Promotion. In *2018 International Conference on Management, Economics, Education and Social Sciences (MEESS 2018)* . Atlantis Press.