



Headquarters
Beaverton, Oregon, USA



Market cap
\$109B



Sales worth
per day
\$100M



Sales per
second
\$1K



Nike sells approximately 900M items of footwear, apparel and equipment each year.



With 567 factories in 42 countries, Nike employs 1,012,700 people.



Nike holds **24.75%** of global athletic footwear market as of 2017.



Nike is 16th most valuable brand in the world according to Forbes with value of **\$29.6B.**



981 stores, as of May, 2017

TIMELINE



1962

Phil Knight founded Blue Ribbon Sports (BRS) to import Japanese running shoes.



1963

BRS took its 1st delivery of 200 shoes from Onitsuka Tiger Co.



1964

BRS became partnership between Phil Knight and William Bowerman.



1978

DRS changed its name to Nike Inc.



1971

DRS introduced its Swoosh trademark and the brandname Nike, the Greek goddess of victory.



1966

DRS 1st retail outlet opened.



1980

Nike went public offering 2M shares.



1985

Nike signed Michael Jordan to promote Air Shoe.



1986

The shares crossed \$1B revenue mark.



1992

Sweatshops movement against Nike started with a Jeff Ballinger's article.



1988

Nike introduced its "Just Do It" slogan.



1987

Nike introduced The Nike Air Max shoe.



1998

Phil Knight promised to increase the minimum wages.



1999

Nike began selling its products via website.



2002

Nike purchased Hurley.



2012

Nike's Flyknit Technology launched which saves 60% of wastage.



2004

Nike annual revenue exceeded 13B.

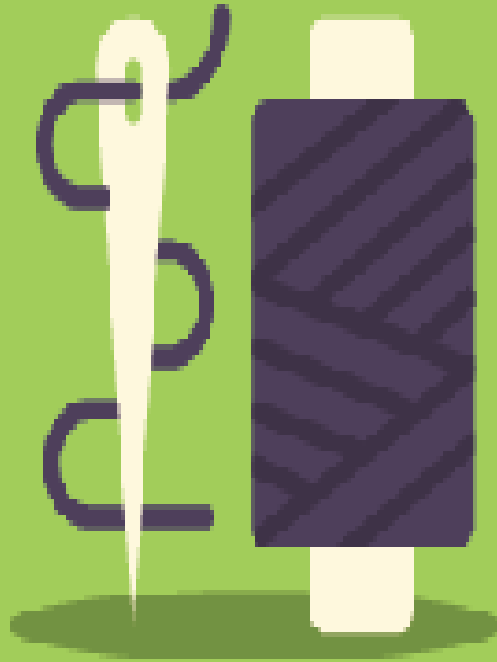


CONVERSE



2003

Nike bought bankrupt rival Converse Shoes for \$305M.

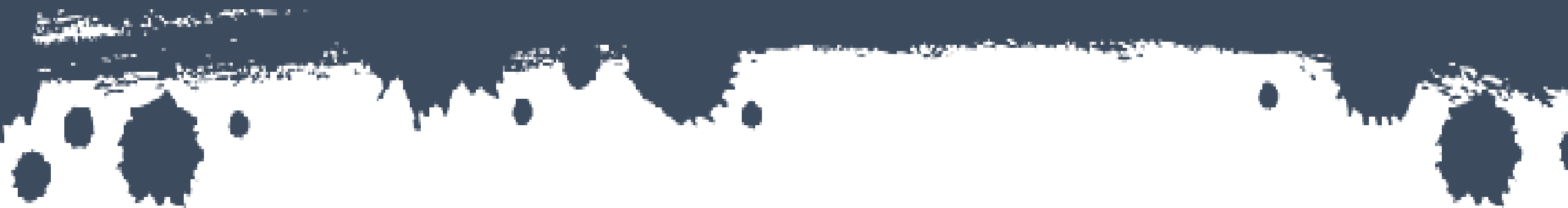


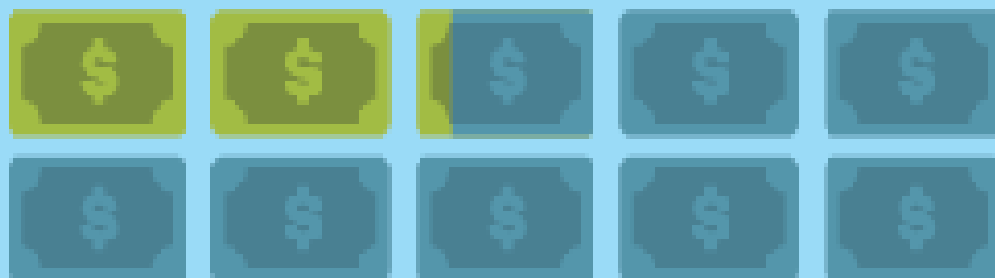
Appreciable Fact

Nike is planning to use 100% renewable materials by 2025.

THE BUSINESS GIANT

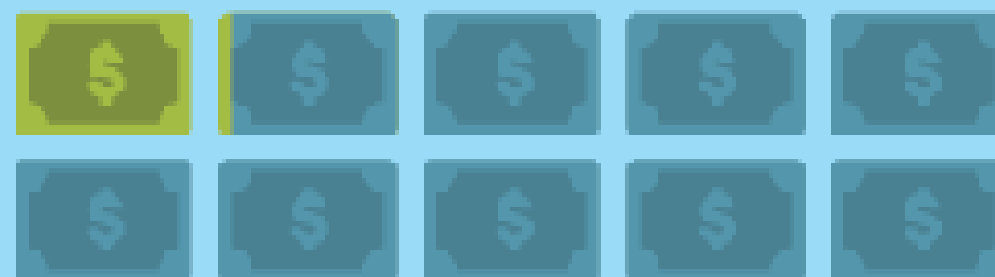
(THE 16TH MOST VALUABLE BRAND)





\$23.65B

Total assets
as of August, 2017

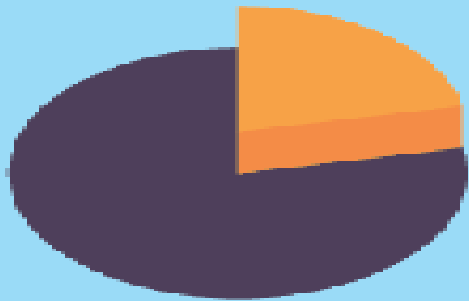


\$11.65B

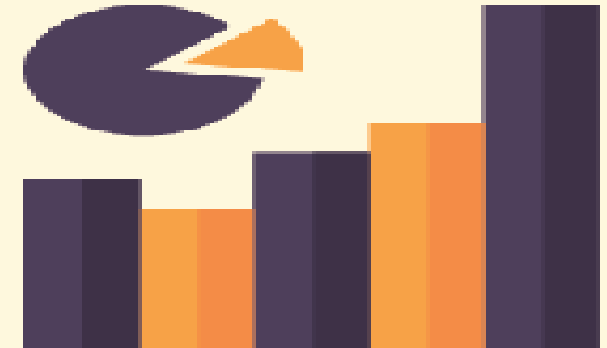
Total liabilities
as of August, 2017



\$34.4B
Revenue
as of August, 2017



**Market share
in 2017**
24.75% of global
athletic footwear



Stock info
New York Stock
Exchange: **NKE**

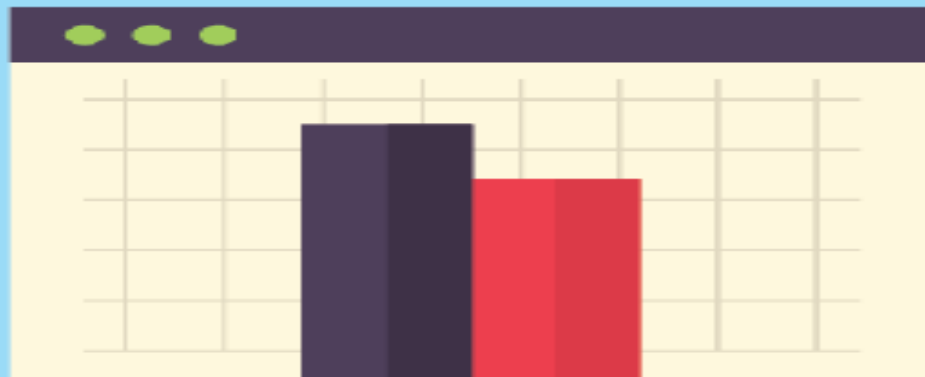


Growth projections

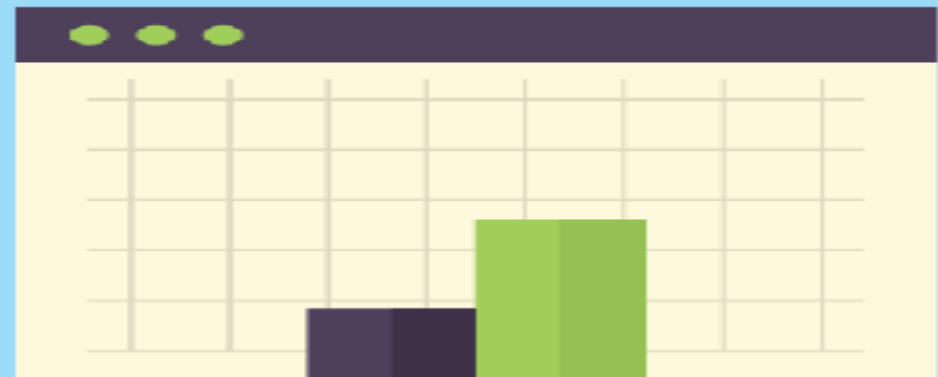
Estimated to hold market share of 32.75% of global athletic footwear.

NIKE VS ADIDAS

The Prime Competitor in USA Market



From May 16-17 **Nike's** market share in the US fell from **35.9% to 34.7%.**



From May 16-17 **Adidas** almost doubled its market share in the US from **6.3 to 11.3%.**

Nike's revenue from footwear segment worldwide (2014-2016)

NIKE

\$16.21B

2014



\$18.32B

2015



\$19.87B

2016



adidas

\$8.1B



\$9.13B



\$10.68B



Acquisitions



Nike bought Hurley
In February, 2002.



Nike bought bankrupt
rival Converse Shoes for
\$305M **in 2003.**



Nike acquired Virgin
Mega, a little startup
inside The Virgin Group,
in 2016.

THE SHEER FORCE BEHIND THE BRANDING

HUGE DEALS WITH SPORTS SUPERSTARS





Air Jordan - Michael Jordan



Jordan was an Adidas fan and never wore Nike sneakers before signing with them.



Jordan was offered \$500K/year for 5 years when he signed the deal with Nike in 1984.



In 2015 2016 Nike Jordan's revenue was \$2.8B.



Nike had an out clause if they did not earn \$4M revenue in the first 3 years.



Jordan signed the deal in 1984 and by 1985 Air Jordan made \$150M.



Cr7 - Cristiano Ronaldo



Ronaldo's social media presence generated \$500M in value for Nike.



The Nike-Ronaldo deal started in 2005; since Ronaldo wore 60 different Nike cleats.

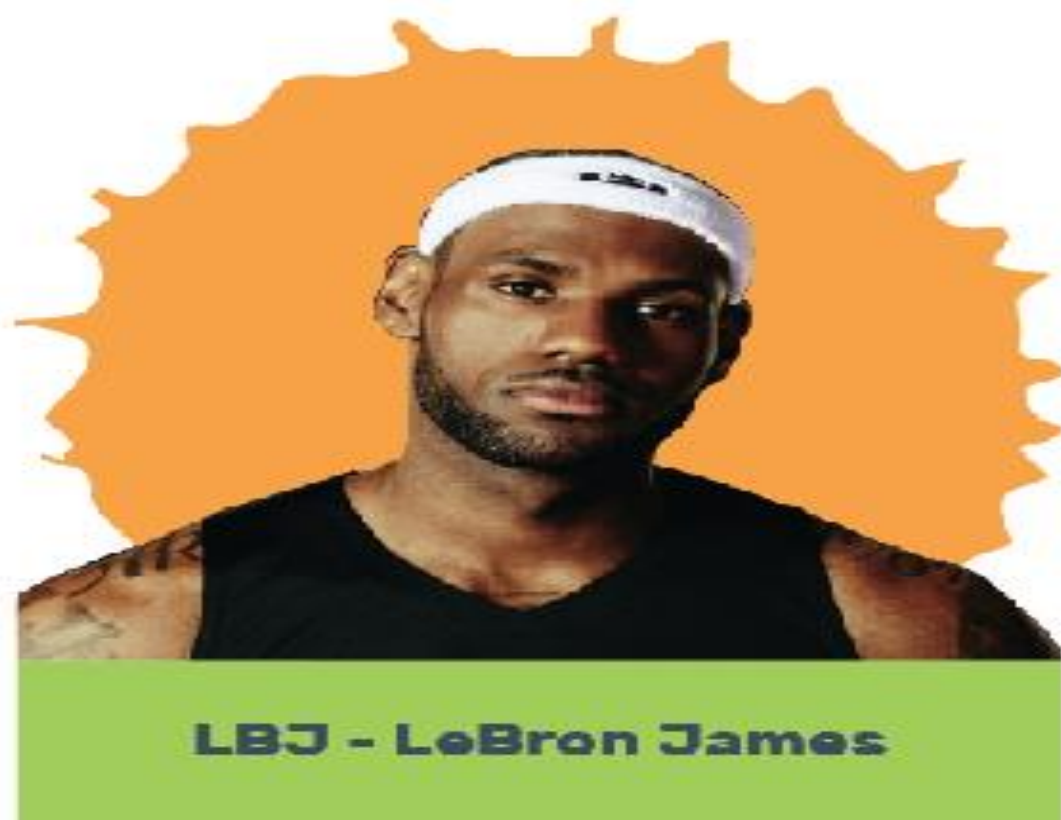


Nike signed a lifetime deal with Cristiano Ronaldo for \$1B in 2016.

LeBron James signed with Nike in 2003. Since then 15 James signature shoes were released.



Nike signed a lifetime deal with James worth \$1B.



Other Sports Stars



Nike signed **Tiger Woods** for a \$40M endorsement deal in 1995.



Geoff Petrie was one of the first NBA players to wear Nike.



Former world #1 tennis player **Ilie Nastase** was the first athlete to promote Nike.

Nike Is Also Big With Sponsoring Teams



Nike logo will appear on all NBA uniforms in 2017-2018; deal worth around **\$1B**.



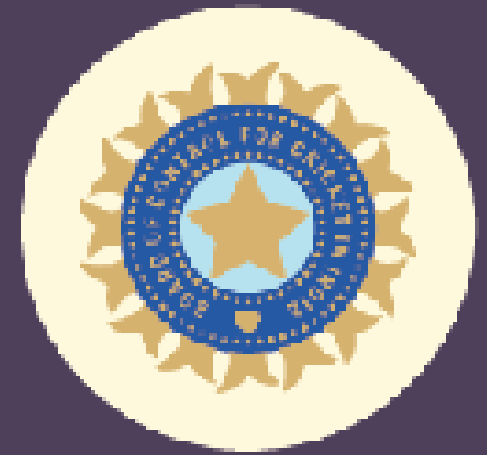
Nike signed a 5 year deal of **\$1.1B** with NFL in 2012.



Nike Barcelona kit deal extended from 2016 to 2026 for around **\$155M/year.**



Chelsea has a **\$60M/year** deal with Nike until 2032.



Nike Indian cricket team kit deal is extended from 2015 to 2020 for around **\$57M.**

FAMOUS NIKE CAMPAIGNS



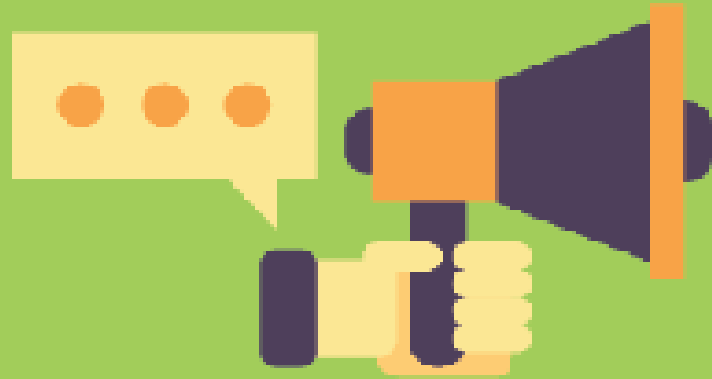
JUST DO IT.



The company slogan was coined in 1988.



80% of sneakers sold in the USA are not used for the designed purpose, thanks to JUST DO IT.



Find Your Greatness

A campaign to inspire and motivate athletes.



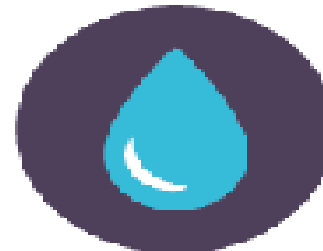
Nike Livestrong campaign

Coincided with a 46% jump in sales and generated \$4M for Lance Armstrong's fight against cancer.

Nike For Sustainability With Advanced Technology



3B plastic bottles are recycled for the polyester which is used in Nike Aeroswift Tech vapor kits.



Nike ColorDry Technology, a drying fabric using zero water, has saved more than 20M liters of water.



Nike Reuse-A-Shoe program has recycled 50M pairs of shoes.

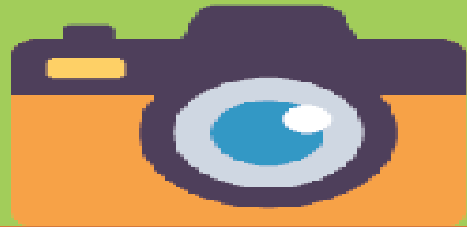
Famous Nike Lawsuits



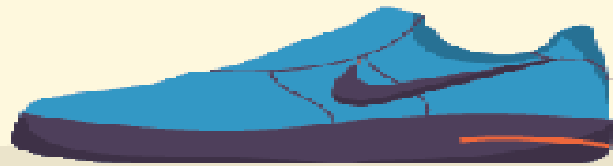
Nike's was sued for 1987 commercial that used original recording of "Revolution" song by The Beatles without their permission.



In 2015, Nike was awarded \$10M in damages from 3 former designers for opening Adidas-backed design center in Brooklyn and stealing secrets for Adidas.



In 2015, photographer Jacobus Rentmeester's lawsuit for copyright infringement of his photo over Nike's famous "Jumpman" logo of Michael Jordan's silhouette was dismissed.



Nike won a victory at the US Supreme Court, barring a smaller rival from suing to void the company's trademark for its top-selling Air Force 1 sneakers.

In 2004, Nike was sentenced to pay \$36K to Chinese animator Zhu Zhiqiang who had filed a lawsuit against Nike for plagiarizing his cartoon stickmen.



SOME INTERESTING FACTS ABOUT NIKE



Brand management is one
of the key strengths of Nike.



Carolyn Davidson, a student from PSU
designed Nike Swoosh in 1971
for \$35. Later she was given stock now
worth more than \$643K.



Phil Knight wanted to name the new
brand "Dimension 6" instead of Nike.



Jeff Johnson was the first employee of Nike who came up with the name "Nike".



Nike was named **"Advertiser of the Year"** by the Cannes Advertising Festival in 2003.



80,000 pairs of Nike shoes, including Air Solo Flights, Pegasus and Strike Forces were lost at sea in 1990.

References

- <https://www.16best.net/blog/insane-facts-about-nike/>