

Current State Swot of Nike

STRENGTHS

- 1 A very professionally competitive company.
- 2 Has ownership of no physical factories so production can be moved to a more cost effective location when necessary.
- 3 Very well branded among consumers.
- 4 Offers their products worldwide.
- 5 Have offices in forty five different countries.
- 7 Employs over thirty thousand people across the world.
- 8 Has a very strong marketing campaign that increases brand familiarity.
- 9 Chains of retail stores such as Niketown.
- 10 Has ventured into many different rebranding opportunities with successful results.
- 11 Providing lightweight shoes by incorporating lunarlite foam materials.

WEAKNESSES

- 1 Profits are largely dependent on the footwear products while other branded products are not as strong.
- 2 History of violations of overtime laws and minimum wage rates in Vietnam.
- 3 Accusations of poor conditions in the workplace.
- 4 Accusations of exploiting workforces that will work for cheap in overseas countries.
- 5 Constant focal point for negative criticism by the anti-globalization groups.

OPPURTUNITIES

- 1 Creating sportswear items by incorporating the waste from regular manufacturing.
- 2 Stepping into the line of economy boosting projects that will encourage recycling.
- 3 Expansion into sport sunglasses and jewelry lines.
- 4 Expansion in the global markets to create larger brand recognition.
- 5 Reducing controversy surrounding their trade and production practices.

THREATS

- 1 Operating business internationally opens them to the possibilities of currency value fluctuations that can lead to losses.
- 2 Competitors are becoming more aggressive and creating high quality products that are taking from the profits of NIKE.
- 3 Sensitivity to price among consumers leads them to purchase the most cost effective pair of sports shoes.
- 4 Maintaining the reputation of being eco-friendly.
- 5 Managing the financial conditions in the economy today.