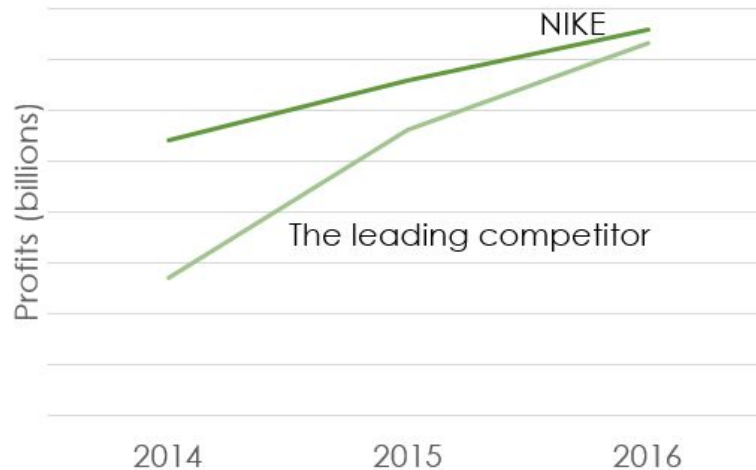


Price For Kicks - Fast Facts

Situation

“NIKE’s principal business activity is the design, development and worldwide marketing and selling of athletic footwear, apparel, equipment, accessories and services. NIKE is the largest seller of athletic footwear and apparel in the world.” (NIKE, 2016)

NIKE is a global brand and innovator. In this challenge, inspired by real life, you are a product manager helping maintain NIKE’s leading position in the face of a rising, hypothetical competitor. By using inequalities in combination with your product ideas, you can save NIKE!



- Watch the [Bloomberg video](#) on NIKE’s current market position.
- What do you think will happen if NIKE does nothing?
- As a group, what ideas do you have for new products to help NIKE?
- Log in to the Mindsets platform and get started!

References

The Numbers Don't Lie: Nike Earnings Preview - Bloomberg. Retrieved from <http://www.bloomberg.com/news/videos/2016-09-26/the-numbers-don-t-lie-nike-s-earnings-preview>

NIKE, Inc. (2016). 2016 10-K Form. Retrieved from <http://investors.nike.com/investors/news-events-and-reports/?toggle=reports>

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