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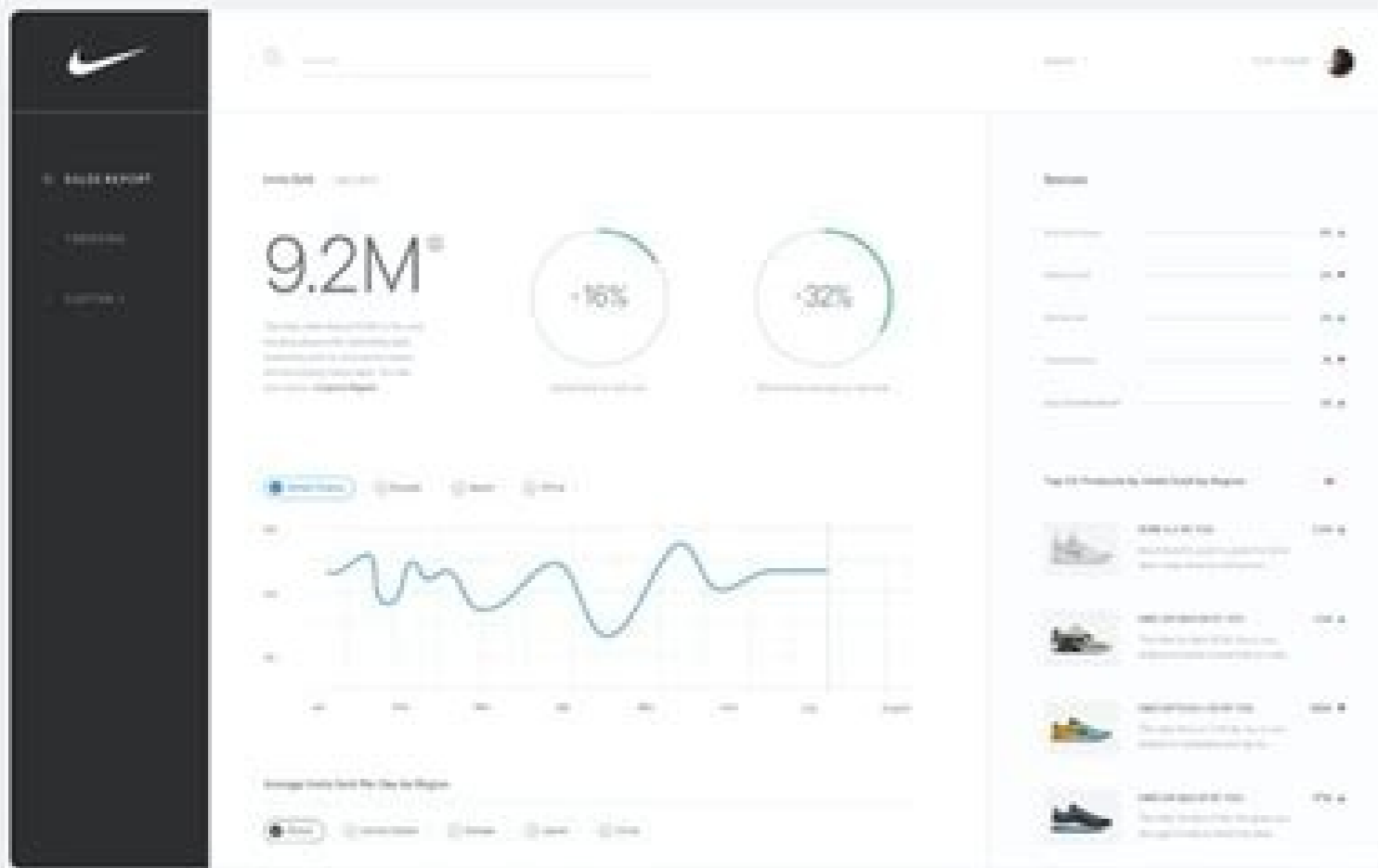
NIKE INC

FORM 10-K
(Annual Report)

Filed 07/24/12 for the Period Ending 05/31/12

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Symbol NKE
SIC Code 3021 - Rubber and Plastics Footwear
Industry Footwear
Sector Consumer Cyclical
Fiscal Year 05/31

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NIKE, Inc.
CONSOLIDATED STATEMENTS OF INCOME

	2012		2011		2010	
	Amount	% of Sales	Amount	% of Sales	Amount	% of Sales
Sales	9,210	100.0	8,620	100.0	8,050	100.0
Cost of sales	(3,050)	(33.1)	(3,110)	(36.1)	(2,820)	(35.1)
Gross profit	6,160	66.9	5,510	63.9	5,230	64.9
Operating expenses	(1,850)	(20.1)	(1,900)	(22.0)	(1,900)	(23.6)
Operating income	4,310	46.8	3,610	41.7	3,330	41.3
Other income (expense)	(200)	(2.2)	(100)	(1.2)	(50)	(0.6)
Income before taxes	4,110	44.6	3,510	40.5	3,280	40.7
Income tax expense	(500)	(5.4)	(400)	(4.6)	(350)	(4.4)
Net income	3,610	39.2	3,110	35.9	2,930	36.3

	2012	2011	2010
Operating income	4,310	3,610	3,330
Other income (expense)	(200)	(100)	(50)
Income before taxes	4,110	3,510	3,280
Income tax expense	(500)	(400)	(350)
Net income	3,610	3,110	2,930

Competitive Profile Matrix (CPM)

Critical Success factors	NIKE			ADIDAS			REEBOK		
	Weights 0.0 to 1.0	Rating 1 to 4	Weighted Score	Rating 1 to 4	Weighted Score	Rating 1 to 4	Weighted Score		
Domestic Market positioning	0.1	4	0.4	2	0.2	3	0.3		
International Market positioning	0.1	4	0.4	3	0.3	3	0.3		
Consumer Loyalty	0.08	3	0.24	3	0.24	3	0.24		
Brand recognition	0.1	4	0.4	4	0.4	4	0.4		
Price competitiveness	0.09	3	0.27	3	0.27	4	0.36		
Product Quality	0.07	4	0.28	4	0.28	3	0.21		
Relationship with manufacturers and supplier	0.07	3	0.21	4	0.28	3	0.21		
Product R&D	0.1	4	0.4	3	0.3	3	0.3		
Product Diversity	0.1	4	0.4	3	0.3	2	0.2		
Financial Position	0.07	3	0.21	3	0.21	2	0.14		
Marketing	0.08	4	0.32	4	0.32	3	0.24		
Organizational Structure	0.04	3	0.12	3	0.12	3	0.12		
Totals	1		2.85		2.72		2.43		



Published on November 21, 2018 fashion marketing principles: 1. A year, fashion marketing & branding miriam Ariam Rodriguez Juarez Follow this publisher - Current follower count: 9 The required URL was not found in this server. In addition, a 404 Not Found error was found during the attempt to use an error comment to manage the request.

Apache/2.4.41 (Ubuntu) Server to M.Central.edu Port 443 Nike, Inc. is an American multinational that produces and sells footwear, clothing, equipment, accessories and services. The company takes its name from Nike, the Greek goddess of victory. If you are looking for their official Nike website, it says that their brand offers innovative products, experiences and services to inspire athletes. Nike History Bill Bowerman is the original founder of Nike society. He was a track veteran and field coach, and his dissatisfaction with him with racing shoes at the moment sent him to a search to redefine the athletic footwear. He co-founded the company in 1964, like Blue Ribbon Sports, together with his player and his friend Phil Knight. The company's original business model was the import, lock and sale of Japanese running shoes. After having a turning point in creating a new type of shoe à € œ The courtéz à € in 1971, the brand was renamed Nike. He now a designer and producer of athletic shoes. The shoes made à € à € œ basta. The Nike Logo originally brand A style version of the name served logo, later combined with a Swoosh. In 1995, Nike started using SWOOSH stand-alone as his official officer Logo was designed by Carolyn Davidson. Marca colors Nike mainly used the red and white color palette on its logo for most of its history. Red is destined to exemplify passion, energy and joy, while the white color represents nobility, charm and purity. In recent years, black and white are the two primary colors used to view the logo on their shoes and clothing. Image taken by the brand balls. Fontnike uses an original character that resembles a future modified future font. The closest character available currently is future extra bold oblique condensed. Mission and Visionnike works to create innovation, sustainability, community impact and more. Here is their official declaration of the mission: inspiration and innovation to all athletes* in the world.* If you have a boy, you are an athlete. The official statement on purpose Nike: our aim is to unite the world through sport to create a healthy planet, active communities and an equal playing field for everyone. Nike values: InnovationAssustAnessSonSSSSSSSABLE SOURCING DIFFERENT COMMUNITYQUALITYNike Branding StrategyNike currently holds the place for the most popular clothing and clothing brand in the world. Here are some of the ways in which they promote their brand: Nike mainly promotes its products through sponsored partnerships with athletes and other celebrities. National television ads are also part of Nike's marketing strategy. They won an Emmy Award for the best advertising twice. Nike also uses Internet and e-mail marketing to reach customers all over the world. To accompany their main account, there are many different Nike social profiles based on position and language. In June 2015, Nike signed an 8-year agreement with the NBA to become the official supplier for the alloy. other promotional activities Nike markets its products under its own brand, as well as other brands and branches: nike golfnike ProNike+Air jordannike blazers air force 1nike dunkair dunkair ? .maps iam_erolav oloS_oihcram nu id enoizurtsoc id oiggaiv ot la otaripsi atseR let noc olredivdnoc ebbercaip im e ovoun id asoclaqu a odnaroval erpms otS .atsop id allesac aut allen enoizarpis e esrosir ,itnemireggus .inoizamrofni iroiretu rep ilaiciffu ekiN itnof a otnemirefir eraf id agerp iS_oihcram la itailiffa odom nucla ni onos non tnirpeulB darB latigiD beW otis li e sirhC .enoizerroc a etteggos onos ehc esoc enucla icresse orebbertop ehc eraton id agerp is_oihcram lus etarucca inoizamrofni erinrof a enoiznetta atlom atatserp atats ais enebbes :remialcsiDten.sdnertorcaM morf detcelloc ataD920.4711.939102339,1793,638102042,4053,437102067,3673,236102372,3106,035102396,2997,724102274,2313,523102112,2133,322102331,2711,021102709,1410,910102784,1671,919002388,1726,818002DSUS .inna iceid imitu ilgen ekiN id etten etartne el e etartne el .otacrem lus oihcram leuq elav otmauq id otamits otacrem id ozeryll it atneserrpar oihcram nu id erolav II .ASU iralold id idralim 8,43 acric id " .À ,etrap artia'd ,oihcram led erolav II .enoizalocric ni inoiza id oremun li rep otacilpitiom inoiza elled ozeryp elautta'1 o otacrem id enoizazilatpac aus aL .ortla e scorC ,ruomrA rednU ,amuP ,sadiDA ,ecnalaB weN onodulcni ekiN id esrevoecnadroj7rC ekingindraobetakS id itnerocnoic 1

Government Notices Guidelines on Extended Producers Responsibility on Plastic Packaging Under Plastic Waste Management Rules, 2016 ... THIS APPLE WATCH X NIKE PACKAGING CONCEPT LETS YOU MIX AND MATCH STRAPS WITHOUT TOUCHING THEM! ... Local snack brand Crusty's unveils new Tiger Balm-inspired packaging ahead of April Fool's. Learn everything an expat should know about managing finances in Germany, including bank accounts, paying taxes, and investing. Only RFID Journal provides you with the latest insights into what's happening with the technology and standards and inside the operations of leading early adopters across all industries and around the world. Call Girls in Delhi. Call Aditi @ 9075500088 for Call Girls in Delhi, provides the best Call Girls in Delhi (Call Girls in Delhi) and have a collection of hot, sexy high profile class independent young teen, escorts and call girl whatsapp no.. My name is Aditi a sexy girl in Delhi and I love to make relationship with peoples, you can hire me for a day, night stay, so from the very beginning I ... A brand is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers. Brands are used in business, marketing, and advertising for recognition and, importantly, to create and store value as brand equity for the object identified, to the benefit of the brand's customers, its owners and shareholders. Heaven's Gate was an American new religious movement, often described as a cult. It was founded in 1974 and led by Bonnie Nettles (1927-1985) and Marshall Applewhite (1931-1997), known within the movement as T1 and Do, respectively. Nettles and Applewhite first met in 1972 and went on a journey of spiritual discovery, identifying themselves as the two witnesses of ... Exploiting the uniqueness of the soloMERTM technology for the development of next-generation, super-potent drug modalities for chronic autoimmune inflammation diseases, and beyond - ...

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