

ИНДИВИДУАЛЬНЫЙ ПРОЕКТ

«КАК КОМПАНИЯ НАЙКИ СТАЛА ОДНИМ ИЗ САМЫХ ПОПУЛЯРНЫХ БРЕНДОВ?»

HOW HAS NIKE BECOME A WORLD FAMOUS BRAND?

ПРОЕКТ ПОДГОТОВИЛ
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Introduction



The founders of Nike

Bill Bowerman



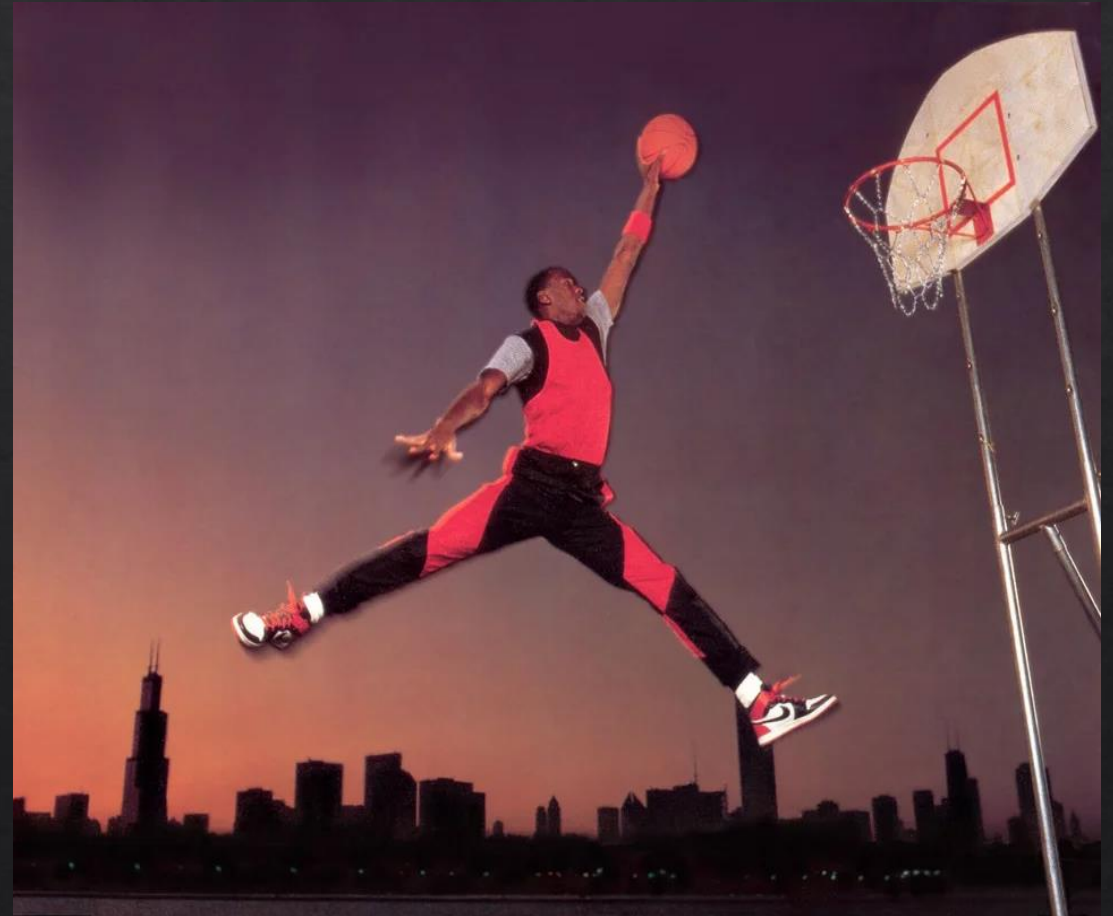
Phil Knight



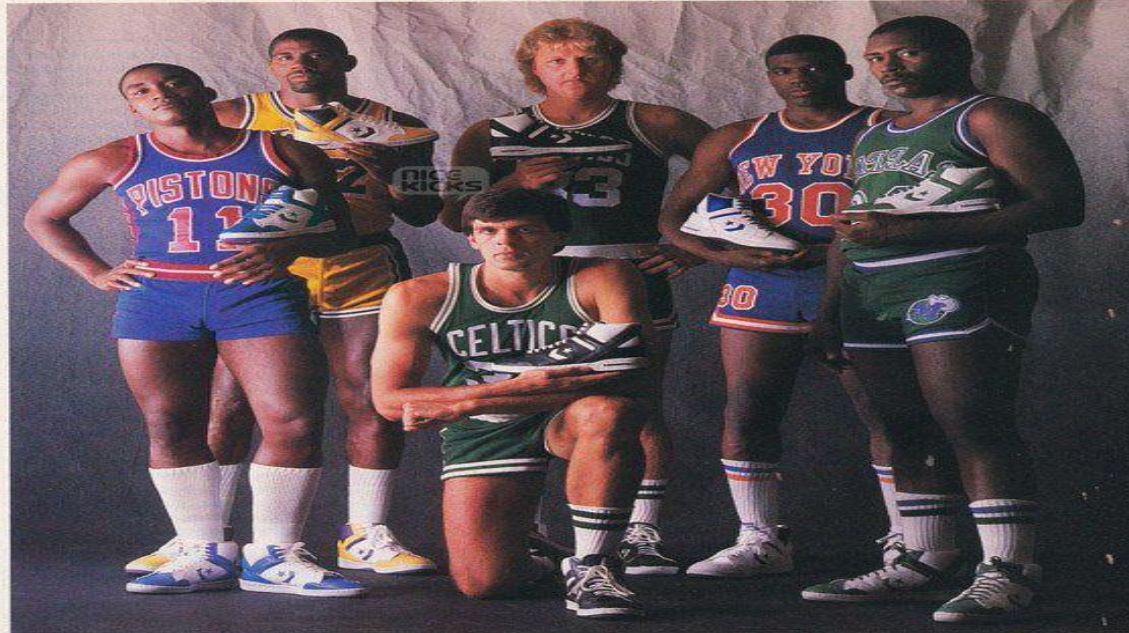
Jeff Johnson is the person who invented the brand name.



The man who had a strong influence on Nike's
success.



NBA players representing the Converse brand.



MORE AND MORE OF THE NBA'S BIG GUNS ARE WIELDING A NEW WEAPON.

The Converse® Weapon™. Last year, it helped Larry Bird and Magic Johnson lead their teams to division championships. Well, the word is spreading. Because this year, it's also the choice of NBA superstars Isiah Thomas, Kevin McHale, Bernard King and Mark Aguirre. What makes the Converse Weapon so devastating? A biomechanical design that always helps you play your best. With natural rubber outsoles for traction. A shock-absorbing EVA midsole for cushioning. A unique Y-Bar System for ankle support. A removable insole and extra padded collar for comfort. And this year, the Converse Weapon is available in some dynamic new color combinations. So follow the leaders. Go to your local Converse dealer today. And choose your Weapon.



The most popular Nike shoes





- Once upon a time, Nike decided to open factories in the poorest countries of Africa to increase sales worldwide, but they faced thefts in factories. A trouble-shooter helped them to solve this problem. He offered them to make left sneakers in one country and right ones in another. It really solved the theft problem.

Nike's technologies.

Dynamic fit



Hyperfuse



Nike React



Nike Flyknit

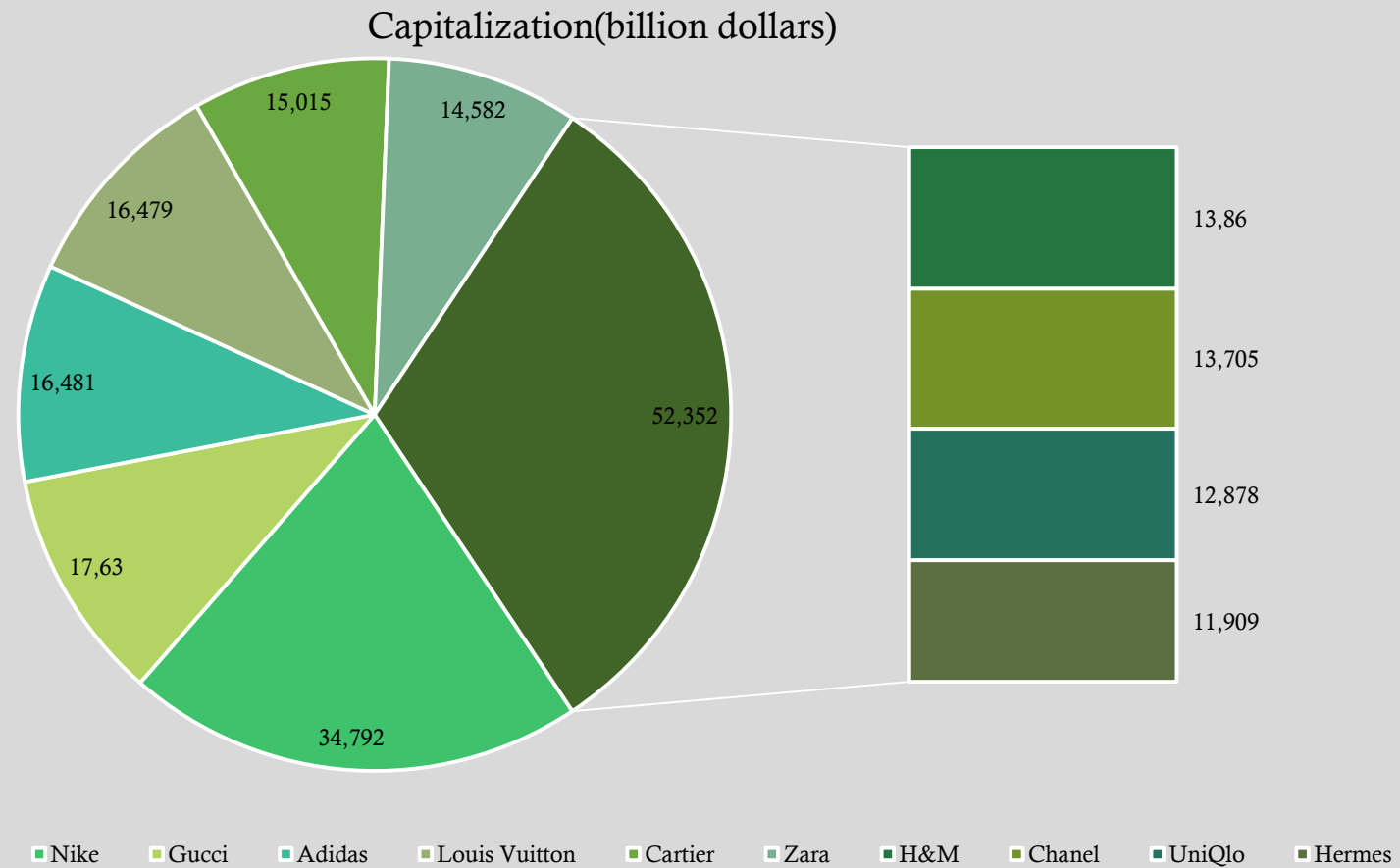


Nike Air



Research

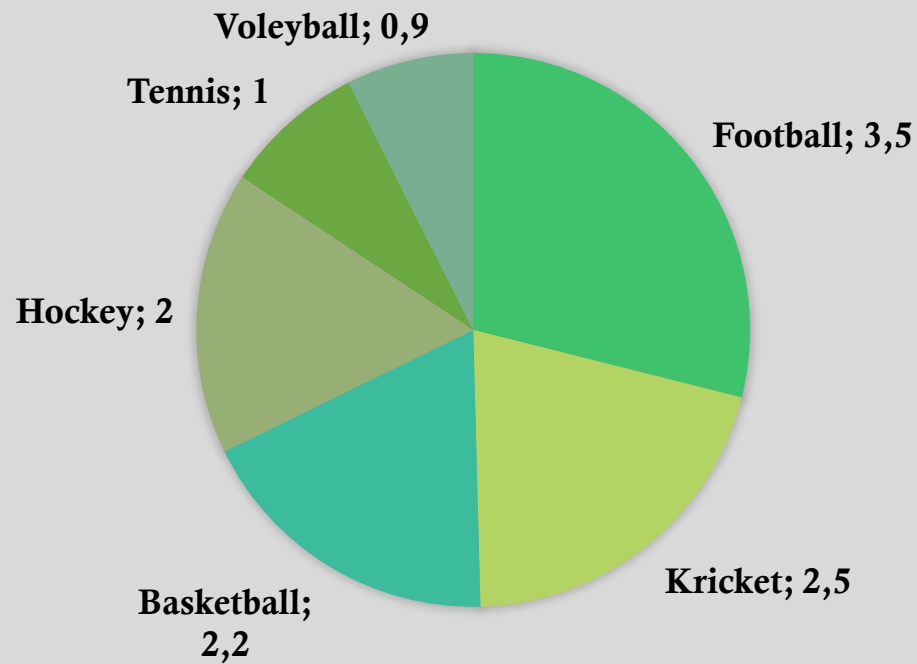
1)What are the most valuable fashion brands in the world?



Research

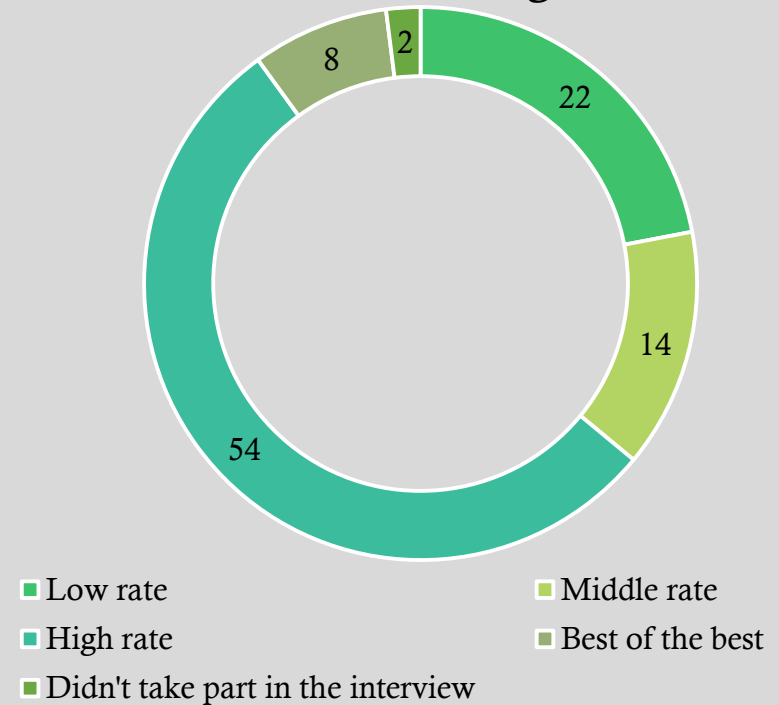
2) What is your favorite kind of sport activity?

Spectators in billions



3) How do you rate quality of the Nike products?

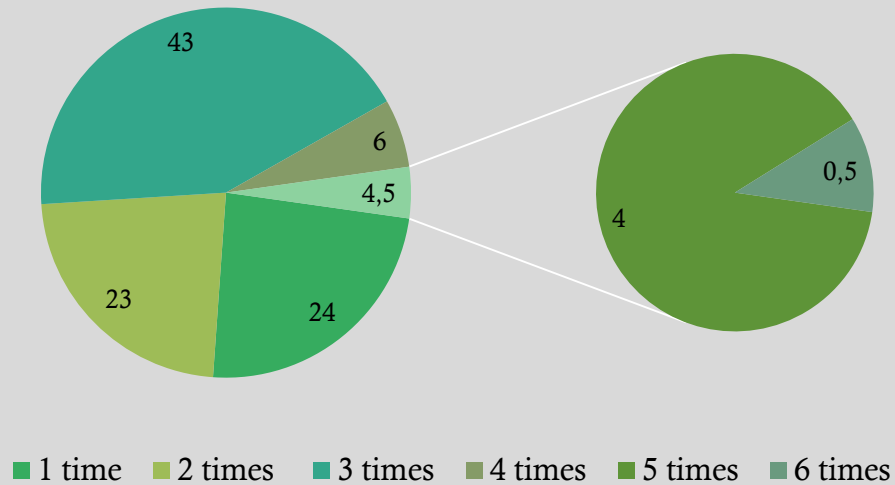
Percentage%



Research

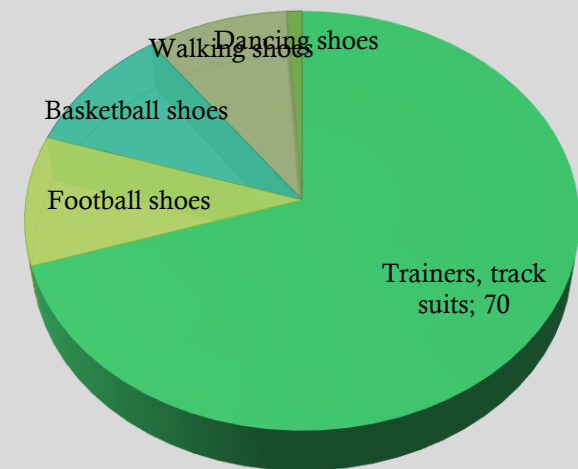
4) How many times a week do you do sport?

Percentage%



5) What kind of sportswear do you wear for sport activities?

Percentage%



Conclusion

1)To begin with, people are fond of Nike for their simple design and technologies, which I have mentioned above.

2)Moreover, 54% of the interviewed rated Nike as number one brand among other sportswear ammunition.

3)Additionally, 70% of the interviewed say their best kind of sneakers are those of Nike.

4)Finally, most people are attracted by fact that Nike trainers are inexpensive and comfortable.

Bibliography

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- ◇ 4) <https://turbologo.ru/blog/nike/>
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