

MARKETING MANAGEMENT



Brand: Mehta Solutions

Product Code: case514

Weight: 0.00kg

Price: Rs500

Short Description

MARKETING MANAGEMENT

case study

Description

Nike, one of the leading brands of athletic footwear, apparel, equipment and accessories is Oregon, US based company. It company's 50% of the revenue comes from international sales and it registers its presence in more than 160 countries. Nike owns 400 retail outlets which operate domestically as well as internationally. Over the past few years Nike's subsidiaries have been performing well and as a part of the company's growth strategy and to maintain its position in the market Nike started concentrating on its subsidiary business in the year 2006. With the acquisition of the Starter the company also envisaged to setup itself in the value retail. The case analyses the impact of Nike's subsidiary brand on its core brand.

Answer the following question.

Q1. Discuss the segmentation, targeting and positioning strategies of core brands and subsidiary brands.

Q2. Give an overview of the case.

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers