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UNIVERSITI  
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## COMPANY ANALYSIS

NIKE

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

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Last but not least, I also want to sincerely thank to my family members, who had supported me with love, motivation, prayers and understanding throughout the process of finishing the case study. Never forget, I would like to extend my thanks to my classmates who were there and support me through thick and thin. Thanks for the unwavering support. May God shower the above cited personalities with success and honor in their life.

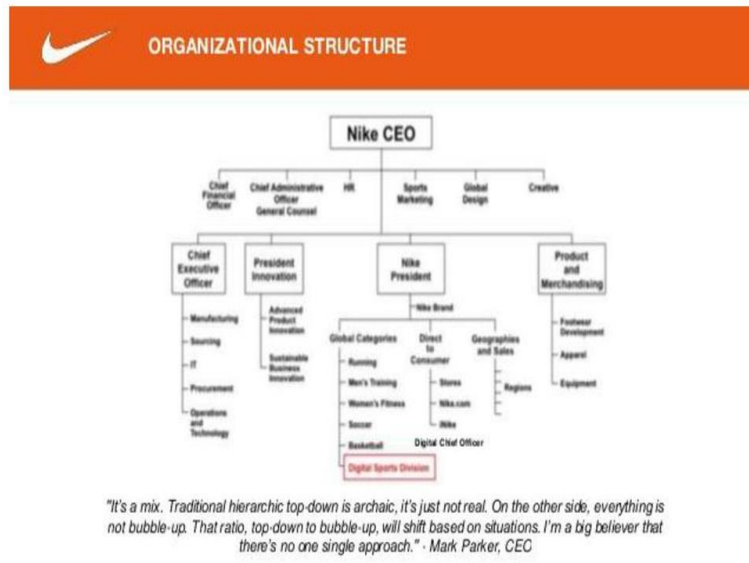
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**EXECUTIVE SUMMARY**

This case study assignment was specially made to examine on how a company managed to design, manufactures and markets of their products. The company that I had chosen to investigate more details on is Nike, Inc. a well-known brand of fashion include shoes and T-shirt. However, I only focused on shoes for my research. The key purpose I picked this product as my analyzation because most of the people tend to wear shoes for their daily activities such as doing indoor and outdoor activities. Instead of this reason, shoes also popular in this new technology era mainly for teenagers. Nevertheless, there are a lot of hitches which the shoes are less engrossed from the consumers. This is because the shoes are produced only focus on looks, not safety anymore. Besides that, the production of the shoes leads to enviromental harm which also can affect the human's life and activities. Furthermore, the produced shoes are easy to get wet during raining or even walking on the watery surface. Moreover, the materials used to develop the shoes are less durable that cause the consumers need to waste their money for buying new shoes. Last but not least, the unupgraded shoes usually cause the feet easy to sweat due to the feet trapped in the shoes without any space for airfllowing. In the nutshell, this kind of shoes should be improved and renewed in the term of quality and design to solve these findings.

8.0 APPENDICES



"It's a mix. Traditional hierarchic top-down is archaic, it's just not real. On the other side, everything is not bubble-up. That ratio, top-down to bubble-up, will shift based on situations. I'm a big believer that there's no one single approach." - Mark Parker, CEO

Figure 1 : Nike's Organization Chart



Figure 2 : Nike's Products