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PROJECT TITLE : FOOTBALL SHOES BY NIKE

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EXECUTIVE SUMMARY

When it comes to football, the first things that I think are about the sport is the shoes that comfortable, easy to wear and high quality with low price. Technology in the football shoes also need to be update in order to satisfy the customer's need. I think Nike is the company that responsible to produce this shoe to satisfy the customers. Nike was founded in 1964 as Blue Ribbon Sports by Bill Bowerman, a track-and-field coach at the University of Oregon, and his former student Phil Knight. They opened their first retail outlet in 1966 and launched the Nike brand shoe in 1972. The company was renamed Nike, Inc., in 1978 and went public two years later. By the early 21st century, Nike had retail outlets and distributors in more than 170 countries, and its logo—a curved check mark called the “swoosh”—was recognized throughout the world.

I believe Nike can make more high technology football shoes in the future. In order to satisfy customer's need, Nike have to do research and review from customers. This research is based on my experience and other friends that play football.

1 INTRODUCTION

This chapter will explain more about the study title “Football shoes by Nike”. This chapter also contains Nike company background, and several subtopics such as background of the study, problem statement and purpose of the study.

1.1 Background of Study

Nike began its football journey back in 1971 with the release of “The Nike” football boot, the first shoe to bear the Swoosh. It cost RM69.88, didn’t hold up well in cold and wet weather and soon fell by the wayside as Nike focused on running, tennis and basketball footwear. But it was a start over decades, Nike learned from athletes, research and testing how to create football products that defy expectations and help players around the world raise their game. These are the pivotal moments in Nike’s history that helped shape a new era of brilliant football shoes. In this era, to fulfil technology in Sports Science needs, football shoes also can be a tool to improve our techniques.

1.2 Problems Statement

Nike is well established company from year to year. They produce high quality products for their customers. Football shoes by Nike was hot sale that also wear by most top football player Cristiano Ronaldo. However, there was several problems on Nike football shoes. The shoes do not have data about the technique that we use to kick the ball.

Other than that, football athletes also don’t know what to improve on their technique in kicking the ball.

The problem also when Sport science researcher only have tool to measure the technique that can only use in the lab. They need a tool to measure the technique on the field for more accurate.

2.3 Product/service



Nike is a leading manufacturer of sports-related products, including shoes, apparel and equipment. Many people from all over the world are familiar with the brand, as it has a global presence that earns more than \$18 billion in revenue. The Nike logo has become a popular global icon. Nike also partners with sports stars to further promote the brand.

Shoes are Nike's flagship product. The company manufactures different shoes for a wide variety of sports, such as basketball, football, golf, soccer, baseball, snowboarding, hockey, tennis and volleyball.

This shoes just like a normal shoe but it contains chips on it that can save data how the athletes kick the ball. So that the athletes can review their technique and can improve their kick. The data can be access thought computer or smartphone.

2.4 Technology

Technology in tracking athletic performances includes pedometers, sports watches, scales, body fat calculators and heart rate monitors. Tracking helps athletes monitor their success in achieving specific goals such as weight loss or weight gain. Heart rate monitors allow athletes to track their fitness levels based on their heart rates. It also allows individuals to accurately calculate the number of calories burned. Sports watches with advance technology have the capabilities to tell time, record laps and even control portable music devices.