

Midterm Assignment: Nike Strategic Plan Outline

I. Executive Summary

- History Timeline
- Company overview

II. Vision Statement

III. Mission Statement

IV. External Environment

- Introduction to the Industry – Porter’s Five Forces Model
- Brief Global Perspective of Footwear Industry
- Analysis of Current Political and Economic Environment

V. Internal Environment

- Current strategies
- SWOT Analysis
 - Internal Strengths
 - Internal Weaknesses
 - External Opportunities
 - External Threats
- Competitive Advantage
- Value Chain Analysis
- A brief Comparison with other companies and Industries

VI. Objectives

- Long-term

- Short-term
- Strategic
 - Corporate Level
 - Business Level

VII. Devise a Strategy Plan

- Recommended strategies
- Corporate Social Responsibility – IN FOCUS

VIII. Action Plan

- How to Implement
 - Break up among Departments
 - Marketing
 - Finance
 - Supply Chain
 - Human Resource
 - Expected Response to Outcome
- Control Measures

IX. Recommendations for the Current Scenario