

Nike Strategic Plan Outline

- I. Executive Summary**
 - Target Market
 - Expansion Plan
 - Financial Impacts
- II. Vision Statement**
- III. Mission Statement**
- IV. Company overview**
 - History
 - Board of Directors
- V. Internal Analyst**
 - Strengths
 - Weakness
- VI. External Analyst**
 - Opportunities
 - Threats
- VII. Implementation Plan**
 - Services
 - Consultation- Regional Demographics
 - Communication
 - Marketing
 - Advertising
 - Technology
 - Expected response to Product Campaign
 - Feasibility study on new product
- VIII. Recommendation**