**NIKE**

Strategic Plan

**EXECUTIVE SUMMARY**

**THE COMPANY**

History

* Getting started
* About Nike
* Board of Directors.

Mission Statement

Goals/Vision

* Company Goal
* Management Goals,

Core Values

* Environment
* Customers.

**STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT) Internal/External Environment**

Internal Environment

* Strengths
* Weakness

External Environment

* Opportunities
* Threats.

**OBJECTIVES**

Set Objectives

* Current Financial Objectives
* Current Market Objectives
* Current Management Objectives

Recommended Objectives

* Financial Objectives
* Market objectives
* Management Objective.

**STRATEGIC DEVELOPMENT, IMPLEMENTATION AND EXECUTION**

* Develop (Craft)Strategy
* Analyze profit in existing product lines.
* Assess products with room for growth.
* Establish Target Market
* Research Consumer Behavior
* Define and Locate Brand Ambassadors
* Create cohesive message by Ambassadors for Distribution
* Execute Ambassador Program
* Social Media Outlets (Facebook, Twitter, Instagram)
* Pop-Up Shops.

**MONITORING DEVELOPMENTS**

* Implement Tracking Systems
* Systemic Quantitative Indicators
* Adverse Publicity
* Competitor Marketing Strategy
* International Impact and Expanding International Market.

**EVALUATING PERFORMANCE**

* Break-even Analysis of Social Media Campaign
* Market Share Analysis
* Sales Income
* Brand Awareness and Customer Satisfaction Surveys
* Verify Target market is Reached.

**INITIATE CORRECTIVE ACTION**

* Benchmark variations to achieve optimum social media reach (+-) to terminate unproductive strategies or supplement successful strategies.
* Assure minimization of Cost and Maximum Exposure.
* Determine new budget and/or constraints as necessary.
* Introduce new strategy, new campaign, or new market at optimum time for impact.

**CONCLUSION**

**REFERENCES**