

Name:

Date:

Class:

Developing Marketing Strategies

Part 1—Analyze

Use the Internet to conduct a PESTLE Analysis and SWOT Analysis for Nike. Refer to Figure 2-13 and Figure 8-10 in the textbook for assistance as needed. Once both analyses are complete, answer the follow-up questions.

1. PESTLE Analysis

a. Political

Answer:

b. Economic

Answer:

c. Social

Answer:

d. Technological

Answer:

e. Legal

Answer:

f. Environmental

Answer:

2. SWOT Analysis

a. Strengths

Answer:

b. Weaknesses

Answer:

c. Opportunities

Answer:

d. Threats

Answer:

Part 2—Review

1. Determine how Nike’s product offerings compare to their competitors.

Answer:

2. List challenges or frustrations athletic shoe consumers currently experiencing.

Answer:

3. Describe innovations (such as technological integrations) consumers would like to see in the athletic shoe market.

Answer:

4. Identify improvements (such as Functionality or visual appeal) consumers would desire in a new athletic shoe product.

Answer:

5. Discuss trends (such as sustainability, ethical sourcing, affordability, durability, etc.) that consumers of athletic shoes are seeking.

Answer:

Part 3—Design

The CEO of Nike provided a listing of target markets the company wishes to attract. Select the target market you wish to focus on and highlight your choice. Next, develop a new, innovative Nike shoe style that will meet the needs and wants of your selected target

2

market. Be sure to consider your previous analysis and research identifying problems and issues in the athletic shoe market as well as the products that are already available for sale when creating your new design.

Target Market Choices

- a. Kids (5–12 years old)
 - Elementary or middle school student
 - Watches cartoons and movies on Disney+
 - Enjoys playing with friends, pizzas, and sleepover parties
 - Reads superhero comic books and loves to draw
- b. Teenagers and adolescents (13–19 years old)
 - High school or college student
 - Single with a part-time job at a retail clothing store earning \$18.00 per hour
 - Active in theater and visual arts
 - Spends time on YouTube and Instagram
 - Enjoys music, dancing, and shopping
- c. Young and middle-aged adults (20–44 years old)
 - Some college with a household income of \$100,000 per year
 - Married with young children
 - Enjoys social media, photography
 - Drives a minivan
 - Streams self-help books using Audible
- d. Mature adults (45–64 years old)
 - Graduate degree(s) with a household income of \$250,000 per year
 - Single, owns technology-focused small business
 - Teenaged and college-aged children
 - Takes yoga classes
 - Eats out five times a week, member of the country club, drives luxury car
 - Streams drama movies on Netflix
- e. Senior adults (over 65 years old)
 - High school diploma with a household income of \$80,000 per year
 - Enjoys traveling, cooking, and reading

- Married with grandchildren
 - Plays pickleball three times a week to stay in shape
1. Sketch a design of your new Nike shoe. You may choose to design your shoe on a separate piece of paper and staple to this sheet before submitting, or you may choose to design your shoe digitally using online resources or a type of graphic design software, if available. Confirm your process and submission location with your instructor before doing so.

Answer:

2. Explain how your new design appeals to your chosen target market.

Answer:

3. Describe the consumer problem your new shoe design is solving for your target market.

Answer: