





**MOVE MORE.
MOVE BETTER.**

THE NIKE DRI-FIT KNIT TANK

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HEPTATHLETE

Nike

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Life is a sport,
make it count



INDEX

History	6
Mission	8
Vision	10
Products	12



Believe in som...
means sacrific...



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ring everything.

History

Nike was founded in 1964 as Blue Ribbon Sports and initially operated as a distributor for the Japanese shoemaker Onitsuka Tiger (now known as Asics). It officially became Nike Inc. in 1971.

The company was founded with just \$1,200 in the bank. It was created by Bill Bowerman (a track-and-field coach) and Phil Knight, a middle-distance runner from Portland who was enrolled in the University of Oregon.





MISSION

To bring inspiration and innovation to every athlete in the world.*

Nike's mission statement is to "bring inspiration and innovation to every athlete* in the world." Note the asterisk after "athlete." Nike co-founder Bill Bowerman reportedly added the asterisk, explaining that "if you have a body, you are an athlete." In other words, Nike's goal is to inspire you, whether you're an NFL quarterback or a hobbyist sprinter.



INSPIRATION.



INNOVATION.

NIKE REACT

VISION

Every professional was once an amateur.

The company's message of inclusiveness can be taken as encouragement for everyone to be active. Nike has run ad campaigns featuring athletes who are wheelchair-bound and who pursue their passions for sports. From a financial perspective, Nike's vision statement also widens the company's scope to pursue anyone and everyone as a potential customer for its merchandise.



JUST DO IT.

Products



Air Jordan Legacy 312
Men's Shoe
\$150



LeBron 16
Basketball Shoe
\$185



Nike Air Max 270
Men's Shoe
\$150



Nike Sportswear Down Fill
Men's Bomber Jacket
\$150



Nike Dri-FIT
Women's Training Tank
\$35



Nike Sportswear Windrunner Down Fill
Men's Hooded Jacket
\$180



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**NEVER
STOP
RUNNING**

