

NIKE

POP-UP SHOP



CONTENTS

3 Company Overview

- Mission Statement
- Type of Business
- Board Members
- Shareholders
- Financials

9 Nike Distrubution

- Channel Sales

11 Marketing Analysis

- Stores & Locations
- Market Size & Share
- Identity Matrix
- SWOT Analysis
- Target Customer Persona
- Perceptual Map

22 Competitors

- Competition Price Analysis
- Competitors Profiles

29 Pop-Up Proposal

- Justification & Objectives
- Pop-Up Duration
- Performance
- Target Customer Persona
- Product Assortment Plan
- Location Area Analysis
- Location & Map

41 Pop-Up Implementation

- Rent Payments & Construction Costs
- Technology Costs
- Floorplan Dimensions
- Ambiance
- Final Pop-Up Store Design

48 Human Resources

- Employees
- Employees' Pay & Responsibilities
- Employee Schedule
- Operational Plans
- Special Characteristics
- Promotional Plan Costs
- Launch Party Budget
- Pop-Up Ads
- Product Mood Board

59 Appendix

67 References



COMPANY OVERVIEW

MISSION STATEMENT

Bring inspiration and innovation to every athlete in the world.

if you have a body, you are an athlete

-NIKE

TYPE OF BUSINESS

- Founded in January 1964
- 1st retail store opened in 1966
- Omnichannel brand
 - Sells sportswear to all consumers as well as sports teams
- Main selling categories:
 - Sneakers & sportswear apparel



BOARD MEMBERS

Phil Knight
Founder



Net Worth \$48B

Bill Bowerman
Co-Founder



Net Worth \$400 Million when
passed away in 1999



Mark G. Parker
Executive Chairman



John J. Donahoe II
President & Chief Executive Officer



Cathleen Benko
Director



Timothy D. Cook
Lead Director



Thasunda B. Duckett
Director

SHAREHOLDERS

Top 3 Institutional Holders

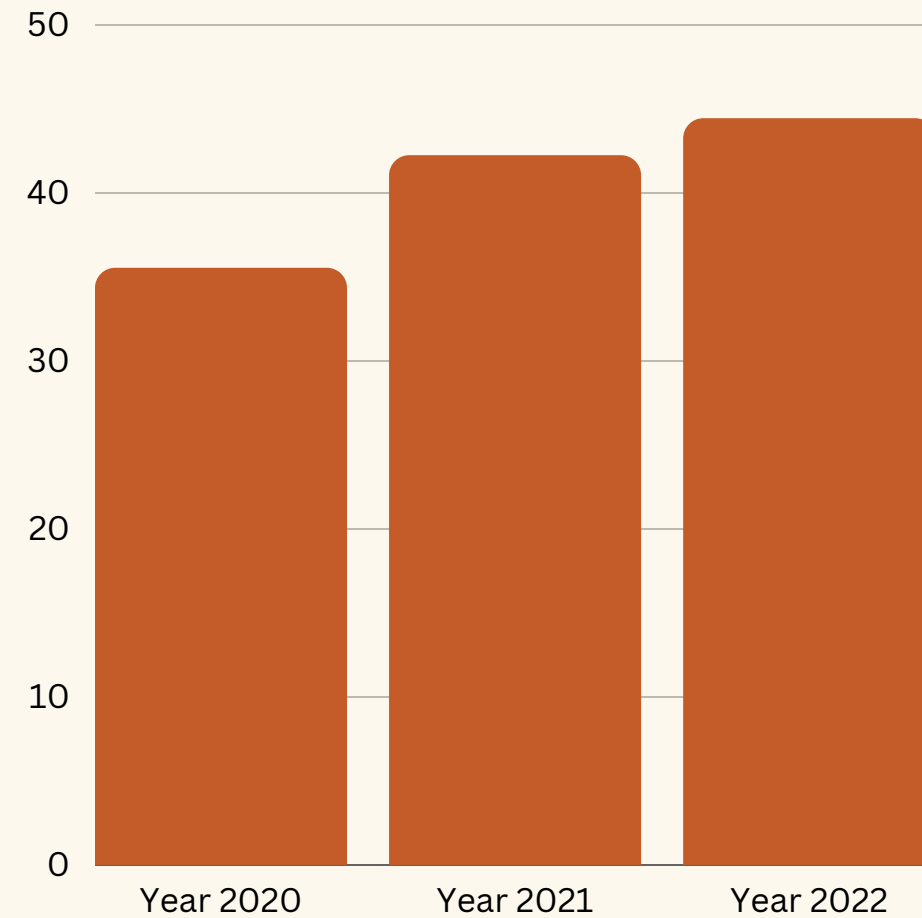
	% Out
Vanguard Group, Inc. (The)	8.90%
Blackrock Inc.	6.94%
State Street Corporation	4.47%

Top 3 Mutual Fund Holders

	% Out
Vanguard Total Stock Market Index Fund	3.11%
Vanguard 500 Index Fund	2.36%
Vanguard Specialized-Dividend Growth Fund	1.21%

FINANCIALS

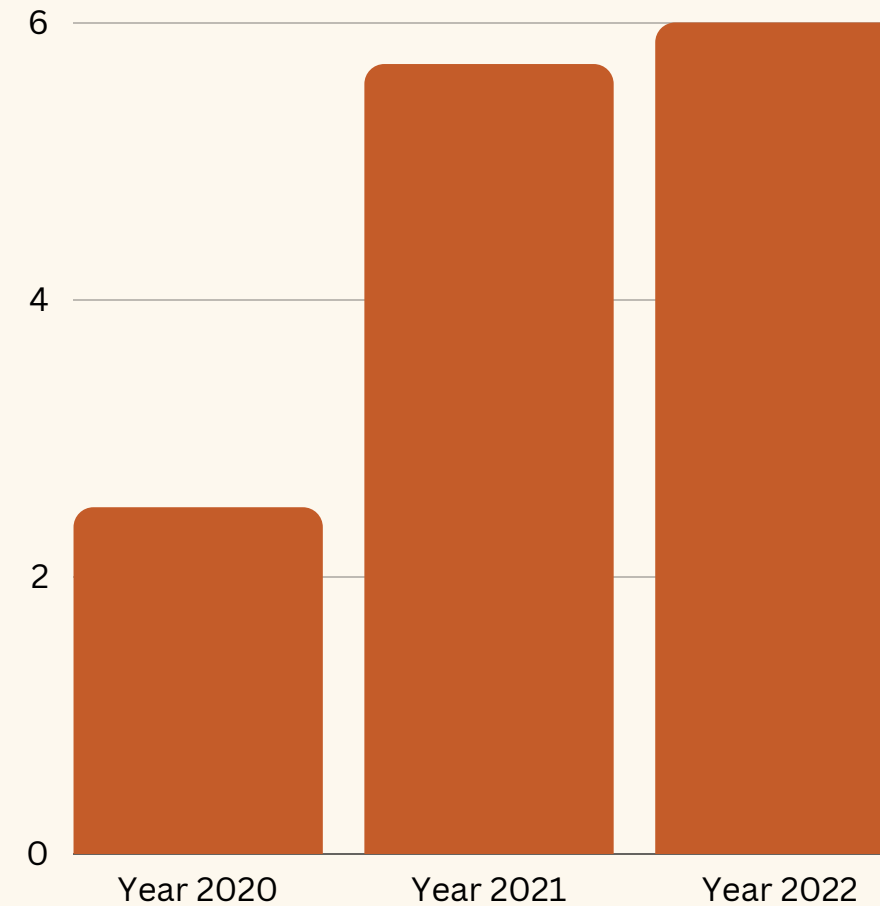
Sales



(dollars in millions)

2020: \$44.4 million
2021: \$42.2 million
2022 \$35.5 million

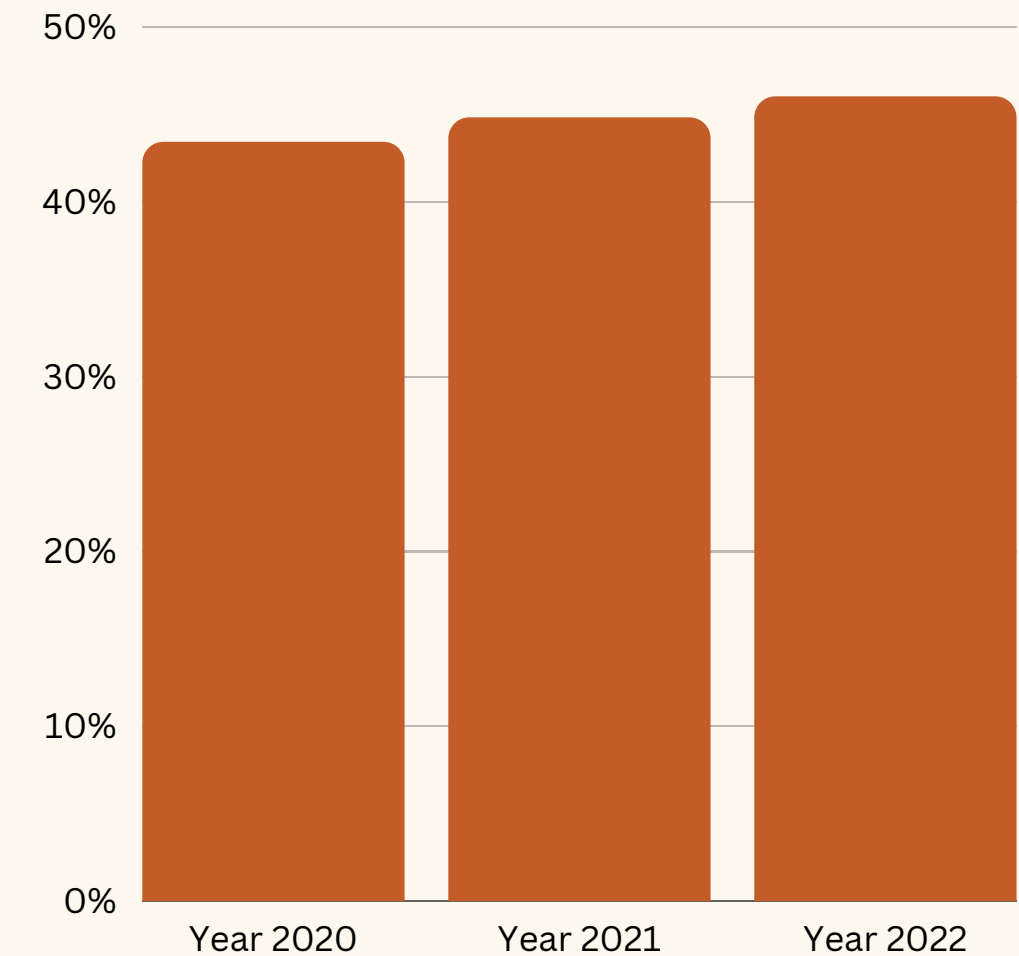
Profits



(dollars in millions)

2020: \$2.5 million
2021: \$5.7 million
2022 \$6 million

GM % Assortment Plan



2020: 43.4%
2021: 44.8%
2022 46%

Fiscal Year 2022

60% of total revenue came from non-U.S sales

NIKE DISTRIBUTION

CHANNEL SALES

North America

Wholesale \$9,621

NIKE Direct \$8,732

Europe, Middle East & Africa

Wholesale \$8,377

NIKE Direct \$4,102

Greater China

Wholesale \$4,081

NIKE Direct \$3,466

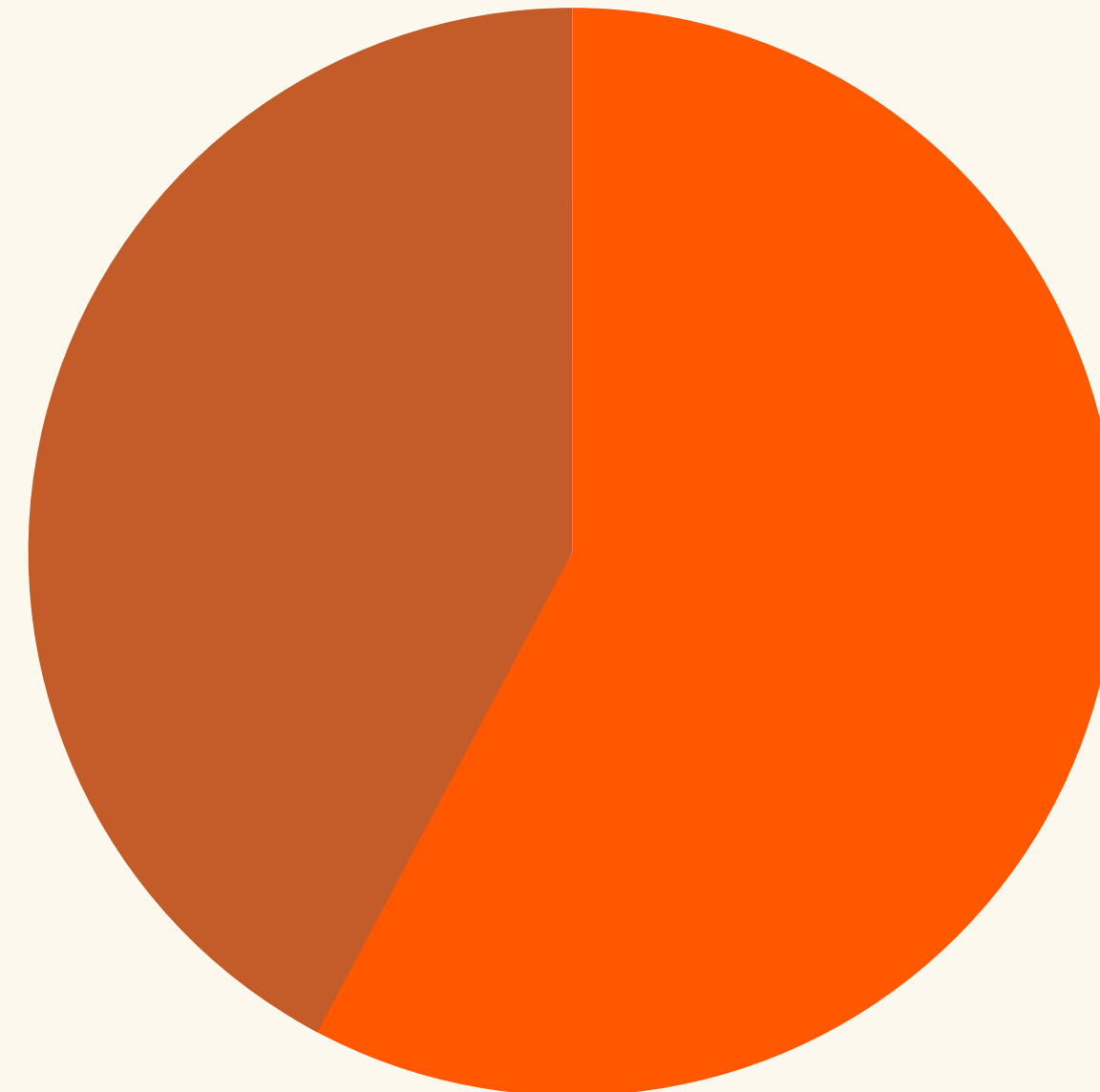
Asia Pacific & Latin America

Wholesale \$3,529

NIKE Direct \$2,426

*dollars in millions

NIKE Direct
42.2%



Wholesale
57.8%

Fiscal 2022
Wholesale: \$25,608,000
NIKE Direct: \$18,726,000

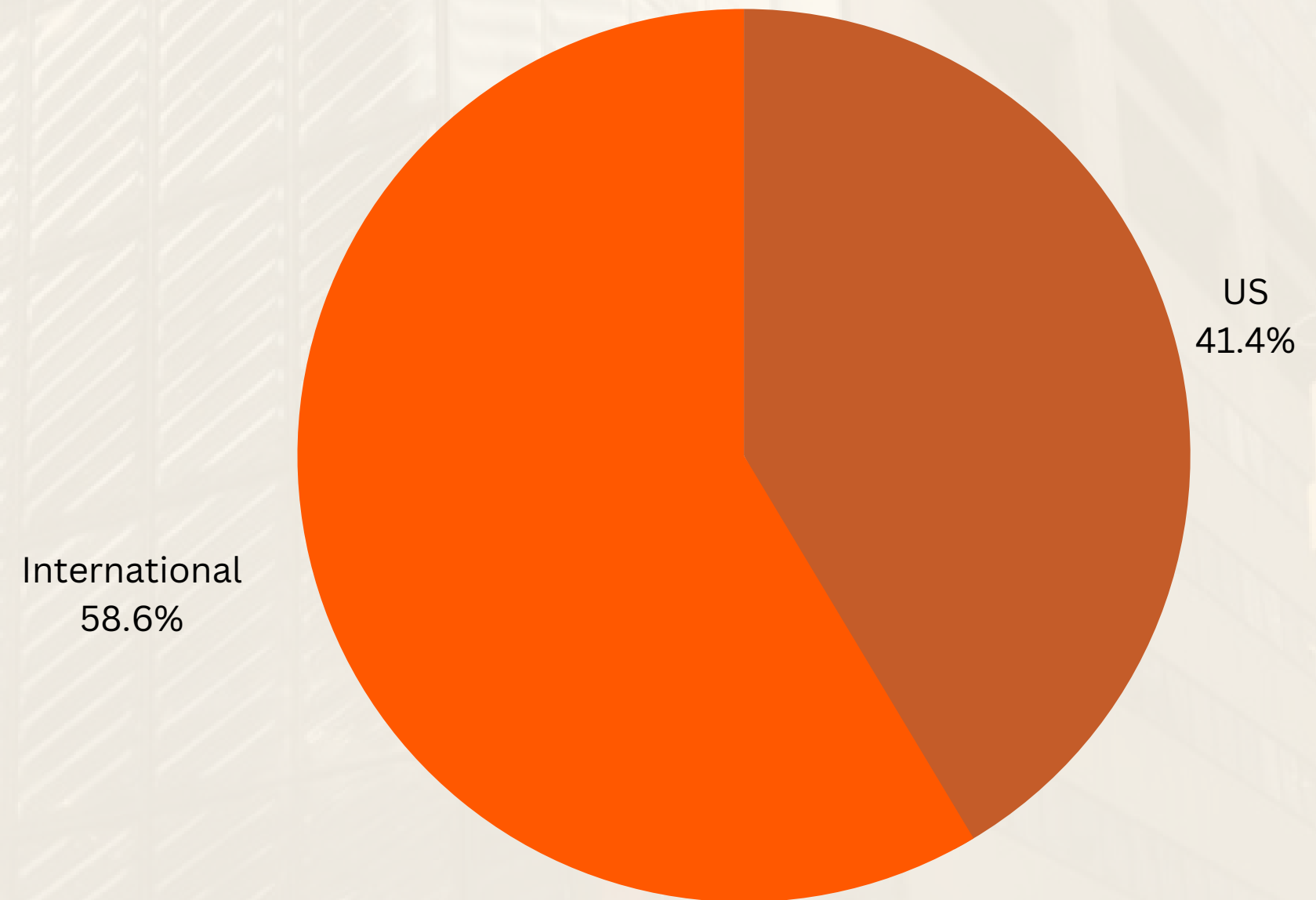
MARKETING ANALYSIS

STORES & LOCATIONS

Total Stores 2022
1,046

US	209
International	597

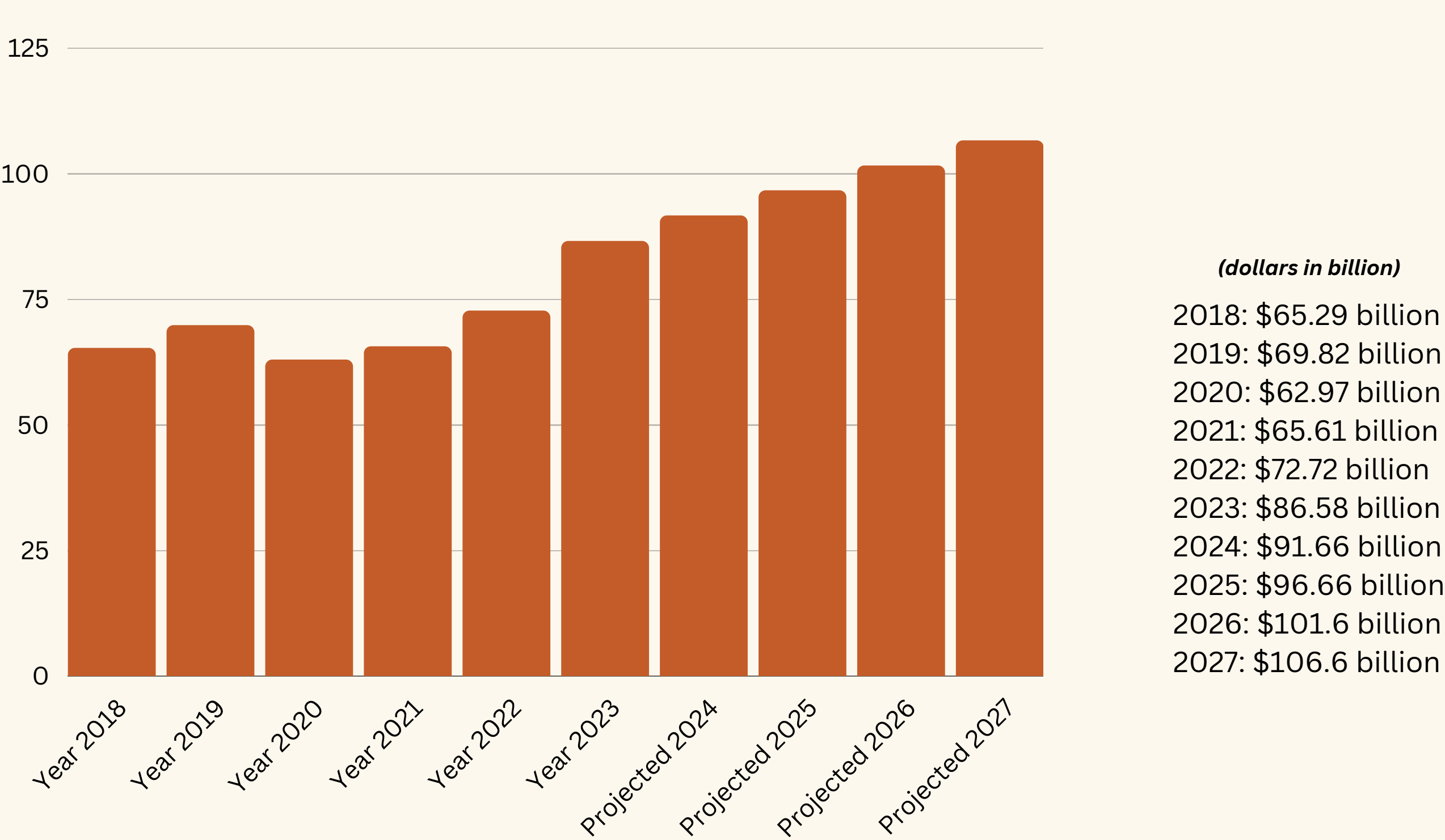
Total Store Sales 2022



US Sales: \$18.3 million
International Sales: \$25.9 million

MARKET SIZE & SHARE

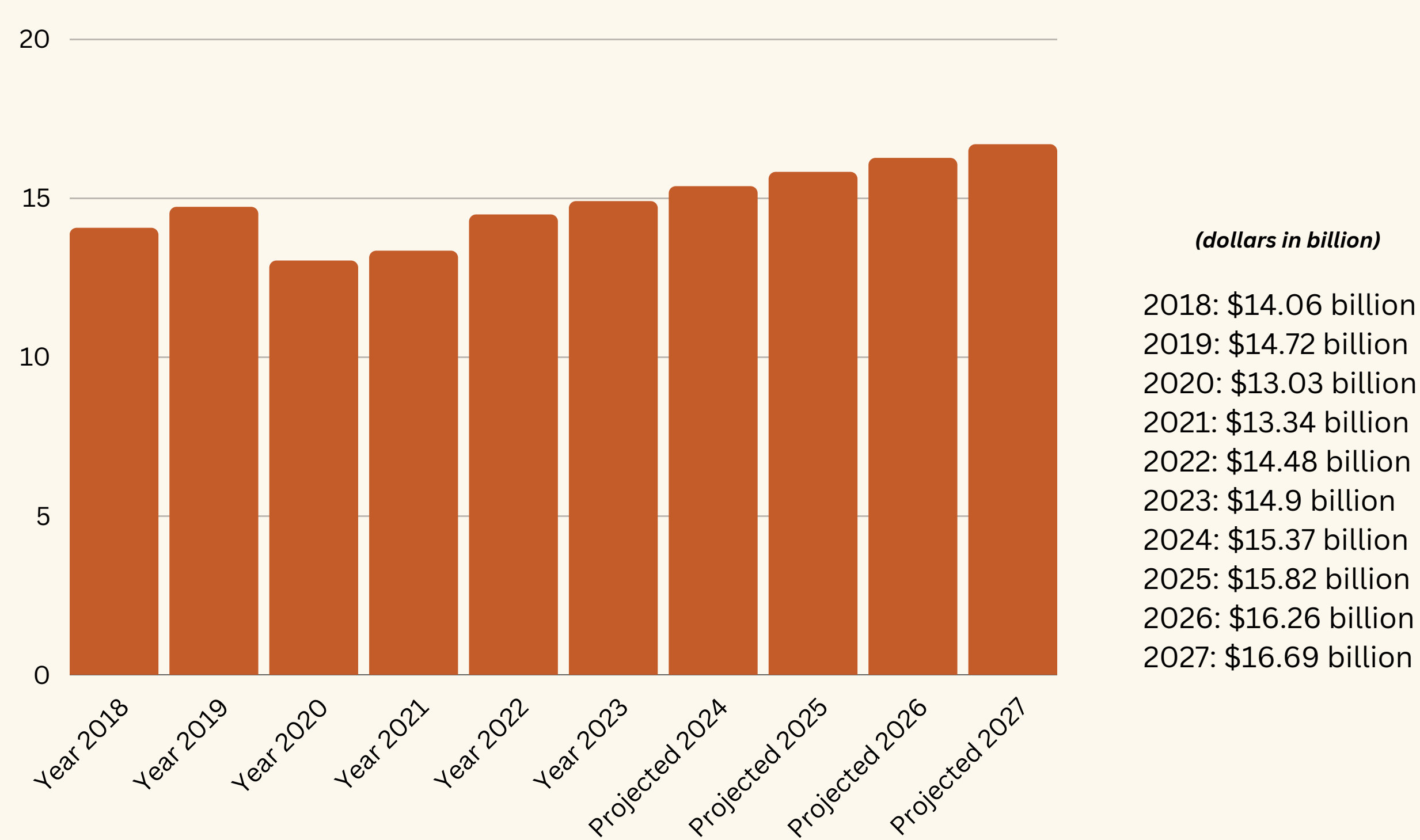
Global Sneaker Growth Rate



% Growth
23.1%

MARKET SIZE & SHARE

United States Sneaker Growth Rate

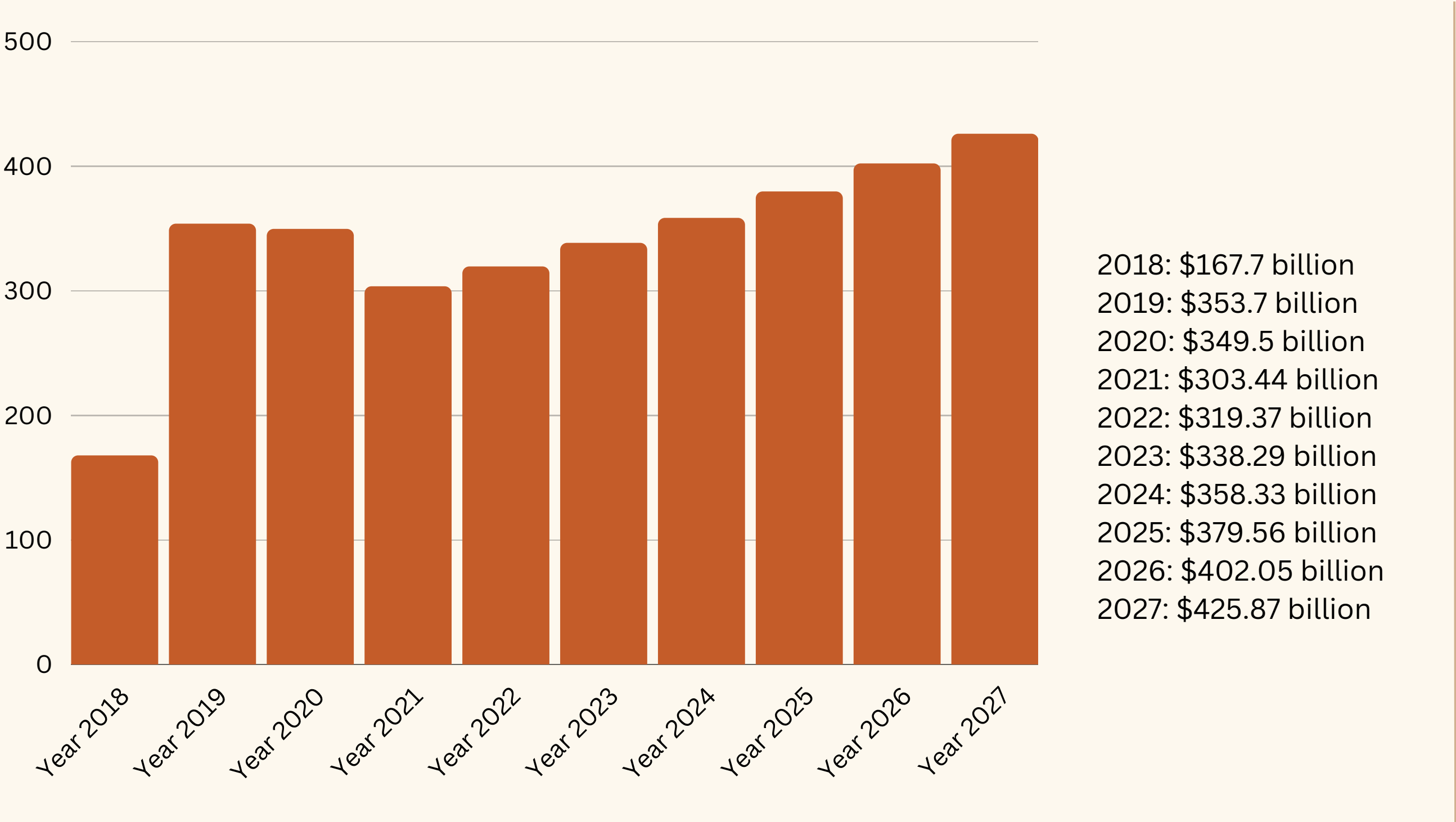


% Growth
28.46%

MARKET SIZE & SHARE

Global Athleticwear Market Growth Rate

(dollars in billion)

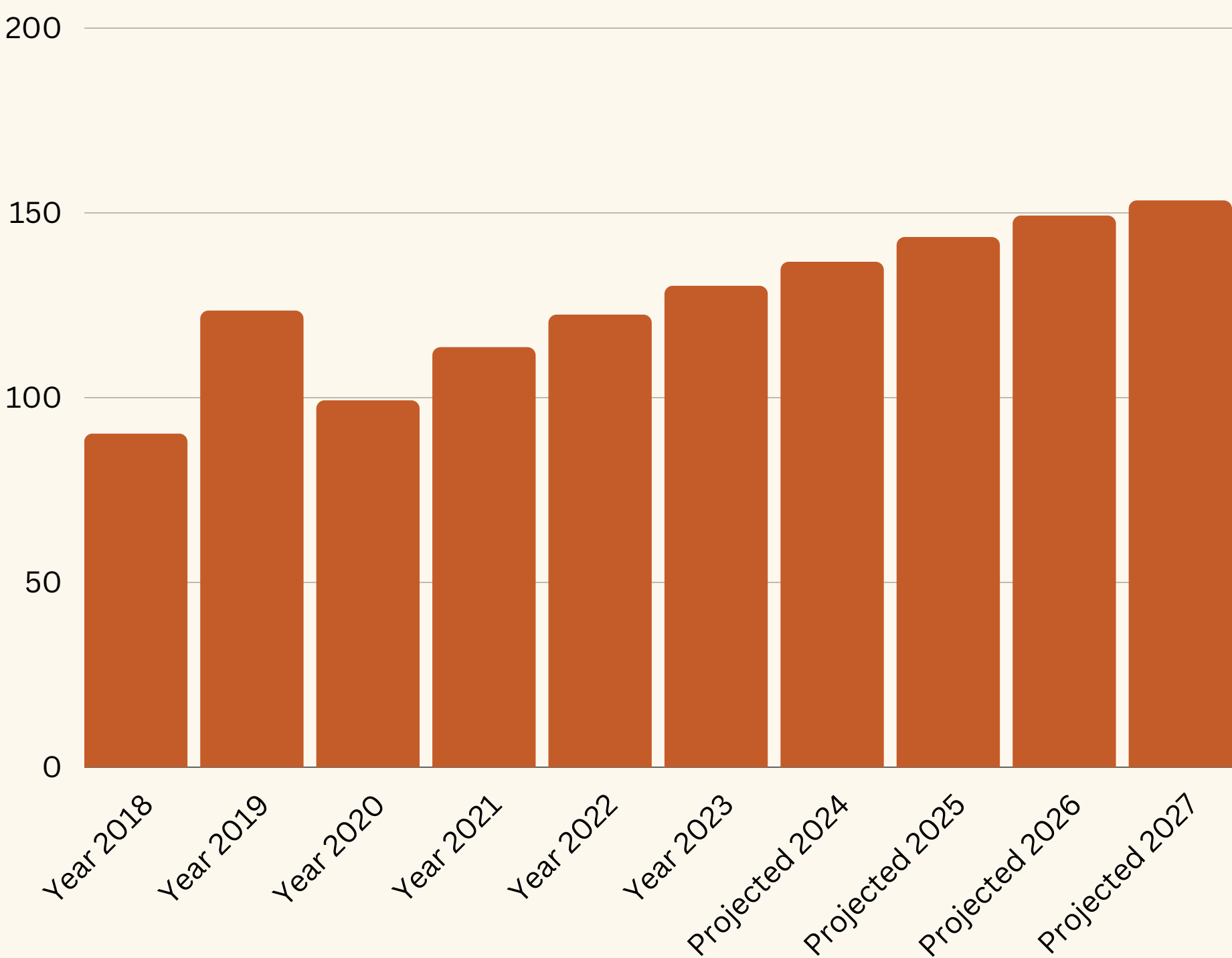


% Growth
25.9%

MARKET SIZE & SHARE

United States Athleticwear Growth Rate

(dollars in billion)



2018: \$90.2 billion
2019: \$123.5 billion
2020: \$99.2billion
2021: \$113.6 billion
2022: \$122.4 billion
2023: \$130.2 billion
2024: \$136.7 billion
2025: \$143.4 billion
2026: \$149.2 billion
2027: \$153.3 billion

% Growth
17.74%

IDENTITY MATRIX

Value Proposition

- Easy customer navigation
- Friendly brand color palette
- Known swoosh logo

Expression

- Brand logo swoosh
- The colors are black, white, and orange
- Sleek & simple packaging

Self Image

- Nike member status of a belonging
- Trendy
- Feel athletic

Relationships

- Transparent with customers
- Actively engaging with consumers
- Build trust with customers

Brand Core

- Innovative sneakers and apparel that strive to make people feel comfortable, athletic, and fashionable

Culture

- Community with customers
- Team-first mentality
- Innovative atmosphere

Position

- Leader of the sportswear market and sales
- Athletic meets street style

Personality

- Spontaneous
- On the move
- Passionate
- Competitive

Competences

- Diverse teams
- Well done distribution channels



SWOT ANALYSIS

STRENGTHS

- Store Network: expands customer reach and enhances the market position
- Operational Excellence: enhances the company's supply chain activities and its future growth
- Research & Development: innovation-based strategies

IMPLICATIONS

- Continues to enhance sustainability and innovation practices within its products

WEAKNESSES

- Nike's accreditation could be impacted by liabilities from competitor companies
- Accused of infringement with Adidas's technology of their products and applications

IMPLICATIONS

- Supports sales through online means but needs to enhance online features such as competitor's Lululemon interactive technology



SWOT ANALYSIS

OPPORTUNITY

- Increasing Global Sports Equipment Industry
- Global E-Commerce Market: physical and online stores
- Strategic Initiatives: growth strategies to increase revenue
- Global Footwear Brand

IMPLICATIONS

- Low manufacturing costs
- Maintains private labels Converse and Hurley

THREATS

- Counterfeit products can affect profit margins
- Competition varies between brand image and product offerings
- Fluctuation in foreign exchange rates

IMPLICATIONS

- Creation expenses for advertisements, endorsements, contracts, social media presence and prints, and general advertisements



TARGET CUSTOMER PERSONA



Age: 23

Relationship Status: Casually Dating

Location: Soho, New York

Income: \$45,000

Education: Media Management at New York University

Occupation: Social Media Manager

Lifestyle:

- Wellness and exercise are a main part of their life
- Enjoys volunteering as a referee for local basketball games
- Interest in the latest tech products

Values:

- Success
- Sustainability
- Experiences
- Achievement

Shopping Preferences:

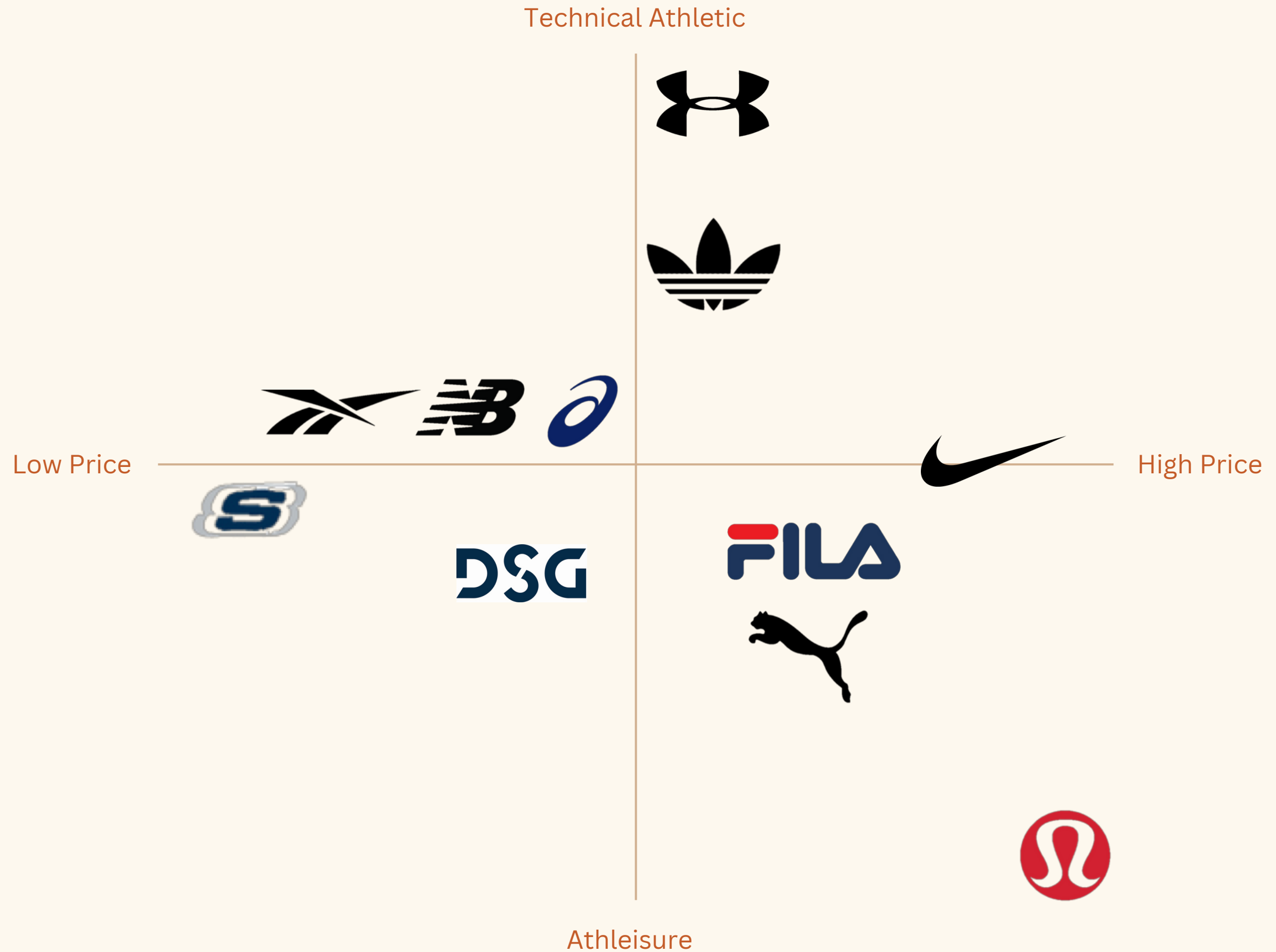
- Brand Conscious
- Enjoy personalized and interactive experiences
- Convenience (easy to shop online and in-store)

VALS: Achiever, Experienter





PERCEPTUAL MAP



COMPETITORS



COMPETITOR PRICE ANALYSIS

							Key Takeaways
Sneakers	\$60-250	\$70-600	\$60-250	\$60-450	\$60-250	\$89-148	Nike, Under Armour, and Fila are direct price competitors for sneakers
Shirts/ Jerseys	\$25-420	\$25-280	\$12-150	\$30-150	\$22-110	\$38-178	Nike has broadest price range assortment for shirts and jerseys
Hoodies/ Sweatshirts	\$70-320	\$55-300	\$40-200	\$30-170	\$40-118	\$98-248	Nike has highest price range for hoodies and sweatshirts
Jackets	\$50-700	\$50-900	\$50-400	\$50-450	\$52-598	\$79-689	Nike stays within the middle price range of competitors for jackets
Accessories	\$12-200	\$10-330	\$5.99-190	\$12.50-270	\$18-78	\$8-198	Nike stays within the middle range of competitors for accessories

ADIDAS PROFILE



Customer Information

Age: 13-30 (Most of the audience is outside the US)

Men & Women

VALS: Experienter, Achiever

Pricing: Upper-middle class/ high-end customers

Values:

- Fashion and style-conscious, strong interest in Pop culture
- Active, Adventurous, Aspirational, Tech-savvy

Shopping Preferences:

- Street/Athletic style

Competitive Advantage

- Wants from an innovation and technology-friendly brand, emphasis in its ads (uses Futurecraft 4D Strung)
- Interactive fitting-rooms
- "Run from the Oceans" campaign is the commitment to the brand's sustainability efforts
- Trendy and classic for teens



UNDER ARMOUR PROFILE



Customer Information

Age: 18-35

Men, Women, Children

VALS: Achiever, Striver

Pricing: upper-middle class/ high-end customers

Values:

- Athletic and focused on health
- Look for innovative products to enhance performance in athletics

Shopping Preferences: Sportswear and durability

Competitive Advantage

- Focuses on athleticism
- Advertisements on YouTube and other social media with college and professional athlete appearances
- Fitness apps to help athletes and fitness enthusiasts stick to their routines



PUMA PROFILE



Customer Information

Age: 20-35

Women, Men

VALS: Experienter, Achiever

Pricing: upper-middle class

Values:

- Bold
- Confident
- Live life to the fullest

Shopping Preferences: Trendy and comfortable

Competitive Advantage

- Sport-inspired lifestyle clothing
- Trendy and fashion-forward advertisements
- Women are a priority during campaign, "Where the gym meets the runway"

FILA PROFILE



Customer Information

Age: 18-45

Women & Men

VALS: Believer, Striver

Pricing: middle-lower class

Values:

- Consistency and stability
- Fashion trendsetter
- Urban classics

Shopping Preferences: Sporty but chic

Competitive Advantage

- Rebranding the heritage 90's style brand back
- FILA Fusion has streetwear and top-designer brands
- Tennis apparel, expanding its product line since 1970
- Sporty but classic designs

LULULEMON PROFILE



Customer Information

Age: 16-35

Women & Men

VALS: Experienter, Innovator

Pricing: upper-middle class/ high-end customers

Values:

- Enjoy physical activity
- Sociable, future-focused
- Open to new ideas and technology

Shopping Preferences: Comfortable and attractive clothing for workouts and daily life

Competitive Advantage

- Trademarked material of Nulu Fabric on their popular Align products
- Minimalist athletic and athleisure apparel and accessories
- Trendy on social media platforms
- Owns Mirror technology

POP-UP SHOP PROPOSAL

JUSTIFICATION & OBJECTIVES

- Nike would benefit from the pop-up shop by bringing in new revenue and building customer engagement with select items in the attractive pop-up location
- Located in the Flatiron District in Manhattan, New York the Nike pop-up will hold up incoming jewelry artists and makers to embellish Nike sneakers and accessories.
- Build customer awareness about Nike customization sector

POP-UP DURATION

June 16th- September 29th, 2024

Summer is the most popular season for people to visit New York City

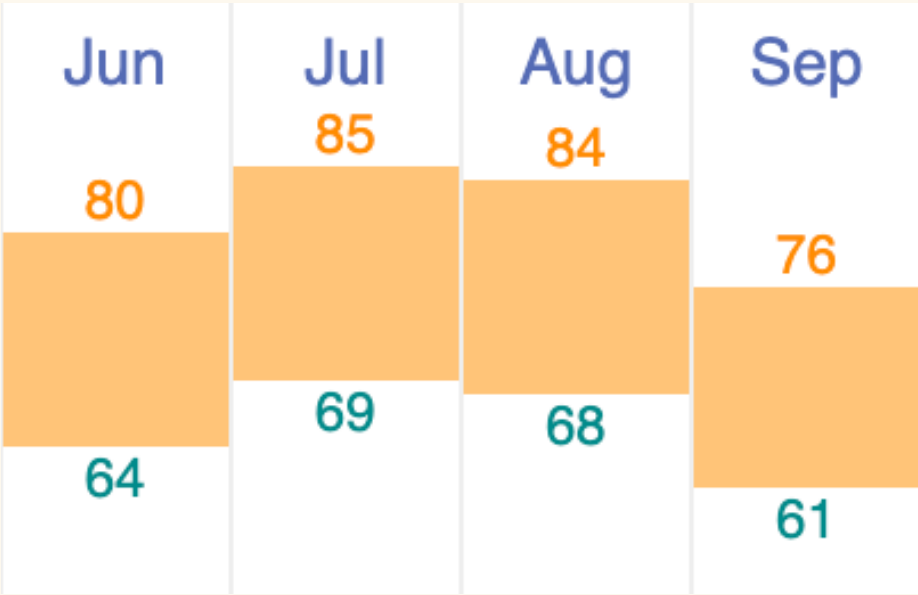


Hours of Operation

M-F: 10am-8pm

S-S: 11am-5pm

NYC Weather



PERFORMANCE

Social Media

- Instagram (sharing, likes, hashtags)
- Snapchat (filters)
- Pop-up 'select only' items trending on social media

Customer Data

- Feedback on products that are sold in a pop-up location
- Reviews of pop-up environments
- New customers by having email and text sign-up

Sales

- Inventory in the pop-up to reach target customers
- Achieving set sale goal



TARGET CUSTOMER PERSONA



Age: 23

Relationship Status: Casually Dating

Location: Manhattan, New York

Income: \$45,000

Education: Media Management at New York University

Occupation: Social Media Manager

Lifestyle:

- Wellness and exercise are a main part of their life
- Enjoys volunteering as a referee for local basketball games
- Interest in the latest tech products

Values:

- Success
- Sustainability
- Experiences
- Achievement

Shopping Preferences:

- Brand Conscious
- Enjoy personalized and interactive experiences
- Convenience (easy to shop online and in-store)

VALS: Achiever, Experienter



PRODUCT ASSORTMENT PLAN

GM Percent: **46%**

Category	Item	Units	Retail	COGS	Total COGS	Total Retail
Sneakers	Women- Nike Air Force 1 '07	650	\$ 110.00	\$59.40	\$38,610	\$71,500
	Women- Nike Air Force 1 Premium	450	\$ 130.00	\$70.20	\$31,590	\$58,500
	Women- Nike Air Max 90 SE	300	\$ 140.00	\$75.60	\$22,680	\$42,000
	Women- Nike Dunk High	550	\$ 125.00	\$67.50	\$37,125	\$68,750
	Women- Nike Court Legacy Lift	200	\$ 90.00	\$48.60	\$9,720	\$18,000
Total Sneakers		2150				
T-Shirts	Women- Nike Sportswear Essentials Short-Sleeve Logo	185	\$ 35.00	\$18.90	\$3,497	\$6,475
	Women- Nike Sportswear Ribbed Jersey Short-Sleeve	220	\$ 60.00	\$32.40	\$7,128	\$13,200
	Women- Nike Dri-FIT One Luxe Twisted Crop Short-Sleeve	325	\$ 58.00	\$31.32	\$10,179	\$18,850
	Women- Nike Sportswear Essential Slim-Fit Crop T-Shirt	400	\$ 30.00	\$16.20	\$6,480	\$12,000
Total T-Shirts		1130				
Tank Tops	Women- Nike Yoga Dri-Fit Luxe Shelf-Bra Cropped Tank	450	\$ 52.00	\$28.08	\$12,636	\$23,400
	Women- Nike Dri-Fit One Luxe Standard Fit Tank	280	\$ 52.00	\$28.08	\$7,862	\$14,560
	Women- Nike Sportswear Essentials Ribbed Tank	330	\$ 45.00	\$24.30	\$8,019	\$14,850
	Women- Nike Yoga Dri-Fit Tank Top	200	\$ 35.00	\$18.90	\$3,780	\$7,000
Total Tank Tops		1260				
Shorts	Women- Nike Zenvy Gentle-Support High-Waisted 8" Biker	350	\$ 60.00	\$32.40	\$11,340	\$21,000
	Women- Nike One Dri-Fit High-Waisted 3" Brief-Lined	280	\$ 38.00	\$20.52	\$5,746	\$10,640
	Women- Nike Sportswear Phoenix Fleece High-Waisted Shorts	220	\$ 60.00	\$32.40	\$7,128	\$13,200
	Women- Nike Sportswear High-Waisted Ribbed Jersey Shorts	180	\$ 50.00	\$27.00	\$4,860	\$9,000
Total Shorts		1030				
Accessories	Nike Everyday Plus Cushioned Training No-Show (6-Pairs)	250	\$ 22.00	\$11.88	\$2,970	\$5,500
	Nike NV03 Sunglasses	90	\$ 105.00	\$56.70	\$5,103	\$9,450
	Nike Dri-Fit Legacy91 Hat	110	\$ 22.00	\$11.88	\$1,307	\$2,420
	Nike Sportswear Bucket Hat	100	\$ 30.00	\$16.20	\$1,620	\$3,000
	Nike Air Futura Luxe Tote (10L)	150	\$ 87.00	\$46.98	\$7,047	\$13,050
	Nike Velvet Scrunchie	150	\$ 12.00	\$6.48	\$972	\$1,800
Total Accessories		850				
	Grand Total	6420			\$247,398	\$458,145



PRODUCT ASSORTMENT PLAN

Product Category	Total Units	Total %
Sneakers	2150	33%
T-Shirts	1130	18%
Tank Tops	1260	20%
Shorts	1030	16%
Accessories	850	13%
Total	6420	100%

Top 5 Units	Retail Price
Women- Nike Air Force 1 '07 Sneakers	\$ 110.00
Women- Nike Sportswear Essential Slim-Fit Crop T-Shirt	\$ 30.00
Women- Nike Yoga Dri-Fit Luxe Shelf-Bra Cropped Tank	\$ 52.00
Women- Nike Zenvy Gentle-Support High-Waisted 8" Biker	\$ 60.00
Women- Nike Dunk High	\$ 125.00
Average Basket	\$ 75.40

Average Retail	Units
Sneakers	\$ 119.00
T-Shirts	\$ 45.75
Tank Top	\$ 46.00
Shorts	\$ 52.00
Accessories	\$ 46.33
Average	\$ 71.36



LOCATION AREA ANALYSIS- FOOTFALL

Daily \$ Sales Forecast									
KPIs	Day 1 (Sun)	Day 2 (Mon)	Day 3 (Tues)	Day 4 (Weds)	Day 5 (Thurs)	Day 6 (Fri)	Day 7 (Sat)	7-Day Total	15 Week Total
Foot Traffic	16,789	12,954	12,687	11,876	13,689	13,979	19,876	101,850	1,527,750
% Walk ins	0.008	0.006	0.006	0.005	0.007	0.007	0.008		
Footfall	134	78	76	59	96	98	159	700	10,503
Conversion	0.09	0.06	0.06	0.05	0.07	0.08	0.10		
Transactions	12	5	5	3	7	8	16	55	821
Avg Basket	\$ 75.40	\$ 75.40	\$ 75.40	\$ 75.40	\$ 75.40	\$ 75.40	\$ 75.40		
Sales	\$ 911	\$ 352	\$ 344	\$ 224	\$ 506	\$ 590	\$ 1,199	\$ 4,126	\$ 61,893

Product Category Daily \$ Sales											
Category	Total %	Day 1 (Sun)	Day 2 (Mon)	Day 3 (Tues)	Day 4 (Wed)	Day 5 (Thurs)	Day 6 (Fri)	Day 7 (Sat)	7 Day Total	15 Weeks Total	
Sneakers	33%	\$ 305	\$ 118	\$ 115	\$ 75	\$ 169	\$ 198	\$ 402	\$ 1,382	\$ 20,728	
T-Shirts	18%	\$ 160	\$ 62	\$ 61	\$ 39	\$ 89	\$ 104	\$ 211	\$ 726	\$ 10,894	
Tank Tops	20%	\$ 179	\$ 69	\$ 68	\$ 44	\$ 99	\$ 116	\$ 235	\$ 810	\$ 12,147	
Shorts	16%	\$ 146	\$ 56	\$ 55	\$ 36	\$ 81	\$ 95	\$ 192	\$ 662	\$ 9,930	
Accessories	13%	\$ 121	\$ 47	\$ 46	\$ 30	\$ 67	\$ 78	\$ 159	\$ 546	\$ 8,195	
Total	100%	\$ 911	\$ 352	\$ 344	\$ 224	\$ 506	\$ 590	\$ 1,199	\$ 4,126	\$ 61,893	

Product Category Daily Unit Sales											
Category	Avg Retail	Day 1 (Sun)	Day 2 (Mon)	Day 3 (Tues)	Day 4 (Wed)	Day 5 (Thurs)	Day 6 (Fri)	Day 7 (Sat)	7 Day Total	15 Weeks Total	
Sneakers	\$ 119.00	1	1	1	0	1	1	2	6	92	
T-Shirts	\$ 45.75	4	2	1	1	2	3	5	18	266	
Tank Tops	\$ 46.00	3	1	1	1	2	2	4	14	216	
Shorts	\$ 52.00	2	1	1	1	2	2	3	11	161	
Accessories	\$ 46.33	20	8	7	5	11	13	26	89	1336	
Total		30	12	11	7	17	20	40	138	2,070	

LOCATION AREA ANALYSIS

Demographics

- Disposable Income: \$100K or more 53%
- Medium Income: \$112K
- Education: Bachelor's Degree or higher
- Average Age: 47+ (Avg. 2 children)
- Relationship Status: Married
- Educated in business, finance, legal, computer jobs, entertainment
- Affluent and prefer city living

Psychographics

- Uptown individuals
- Environmentally conscious
- Image conscious
- Health conscious and exercise regularly
- Spending habits on clothing, self-care, travel, dining out, and coffee runs
- Shopping Habits: Entertainment such as painting, reading, movies, and outdoor activities



LOCATION AREA ANALYSIS

Area Attractions:

- Union Square Park
- Madison Square Garden
- Retail Stores such as Athleta, Old Navy
- Art Galleries
- Restaurants

Health & Safety:

- Safety monitoring systems (security system with alarms)
- Store Interior (proper lighting and floorplan)
- Store Exterior (clean and clear walkway)

Pedestrian & Auto Traffic:

- Shoppers and workers from surrounding buildings are constantly walking past the store location
- Auto Traffic is active throughout the morning, mid-day, and night



LOCATION AREA ANALYSIS

Legal Issue:

- Can not serve or drink alcoholic beverages with store location
- Occupancy of 80 people

Zoning Laws:

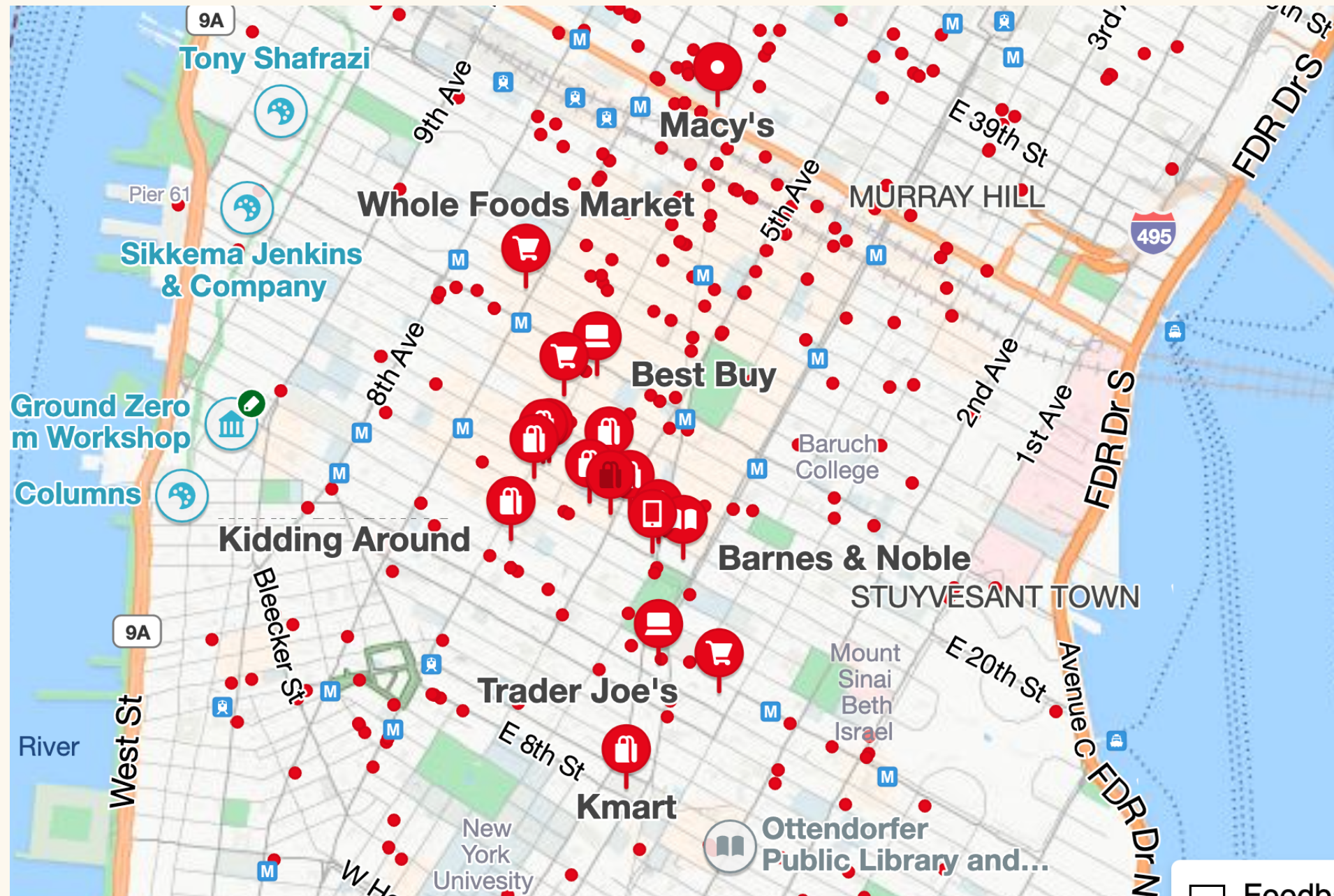
- C5 District (Department stores, Mixed Buildings: Residential spaces above commercial/large office spaces)
- Exempt from off-street parking

Local trade laws, restrictions & sales tax

- The City Sales Tax rate is **4.5%** on the service, there is no New York State Sales Tax.
- If products are purchased, an **8.875%** combined City and State tax will be charged.
- **10.375%** tax and an **additional 8%** surtax on parking, garaging, or storing motor vehicles in Manhattan



LOCATION & MAP



Brightly Lit Loft Space In Flatiron, New York

The Loft space is a 1200 sq ft loft, elegantly furnished,

S Storefront / Feb 23

126 5th Ave, New York, NY 10011



POP-UP SHOP IMPLEMENTATION

RENT PAYMENTS & CONSTRUCTION COSTS

- Pop-Up Duration: June 16th- September 29th, 2024 = 106 days total

Rent: \$4,200.00 per day

Total Amount: \$445,200

- Additional utilities, interior and exterior costs

Shelving for product displays: \$500

Clothing racks: \$1,600

Lighting: \$5,000

Decor: \$2,000

Wifi Installation: \$1,000

Total Amount: \$10,100

Total Amount: \$455,300

- Due to the building already being up to code with construction there will not be additional construction fees



TECHNOLOGY WITH COSTS

High-Speed Wifi
\$80 a month
Total \$320



Apple Music
\$10 a month
Total: \$40



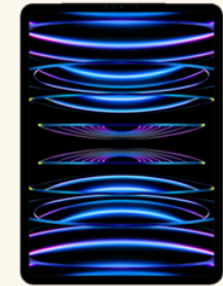
Square Reader (12)
\$59 each
Total: \$708



Zebra Portable Scanners (6)
\$2,481 each
Total: \$14,886



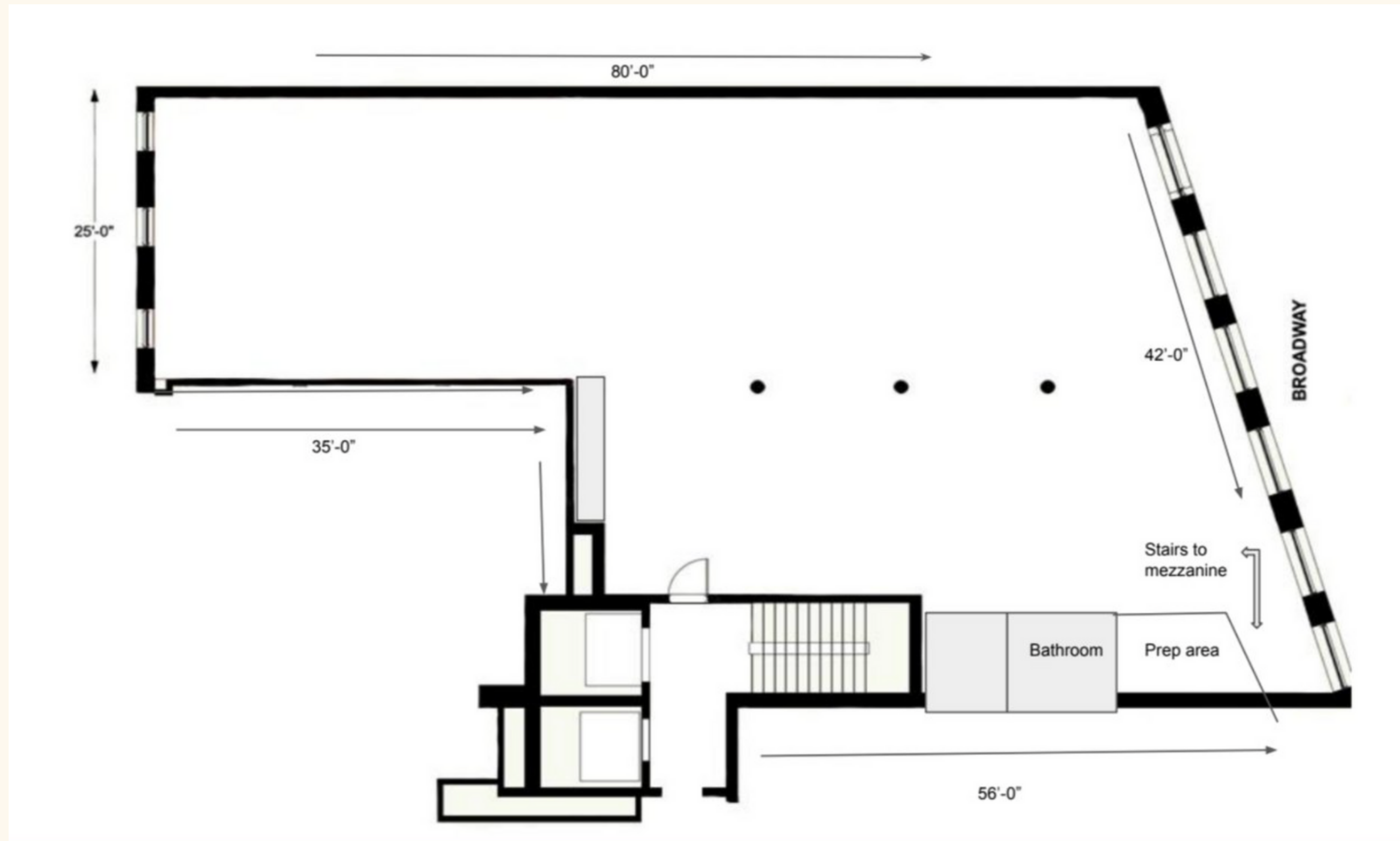
iPad Pro 11in (10)
\$799 each
Total: \$7,990



Total: \$23,944



FLOOR PLAN WITH DIMENSIONS



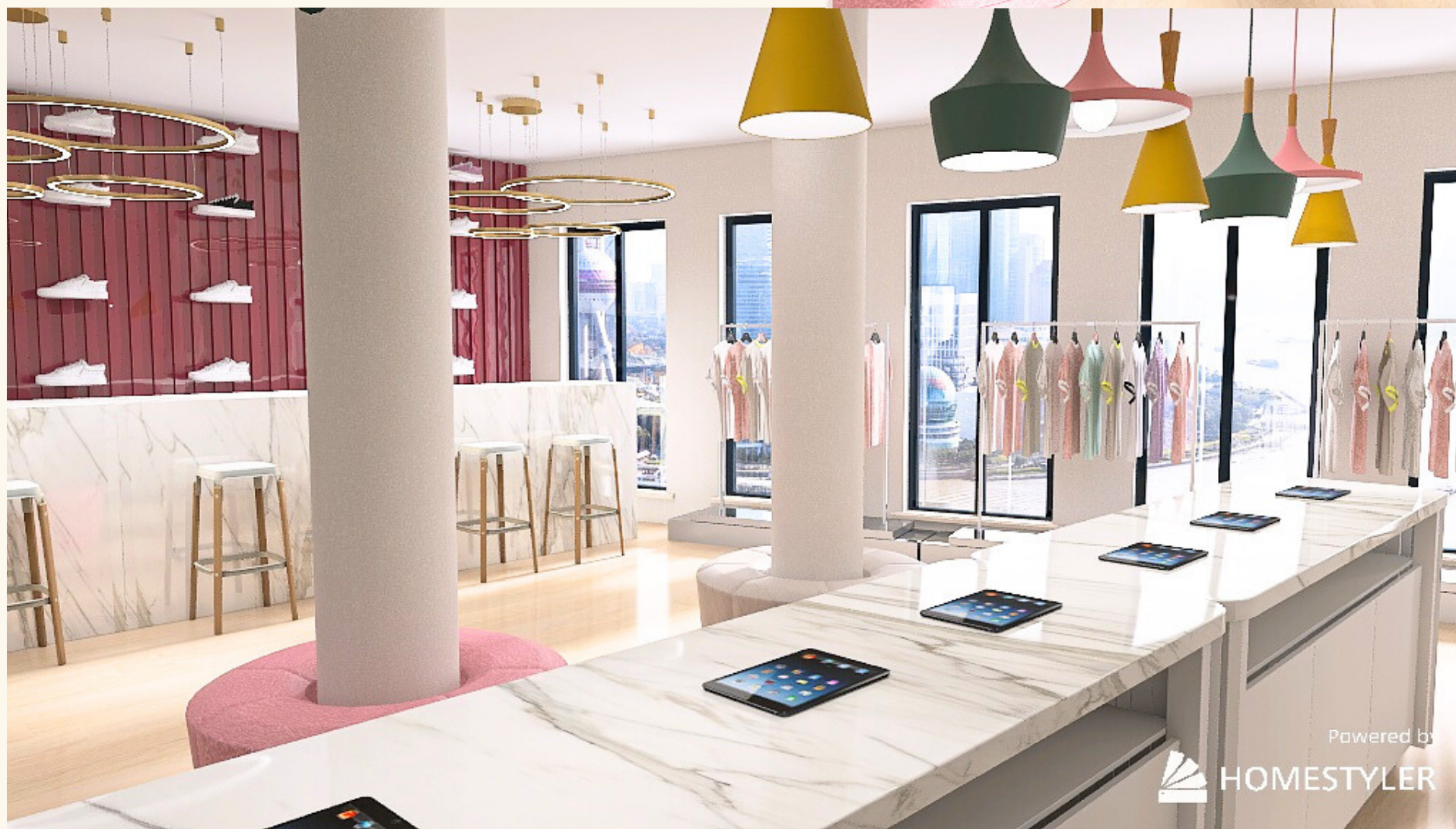
AMBIANCE



FINAL POP-UP DESIGN



FINAL POP-UP DESIGN

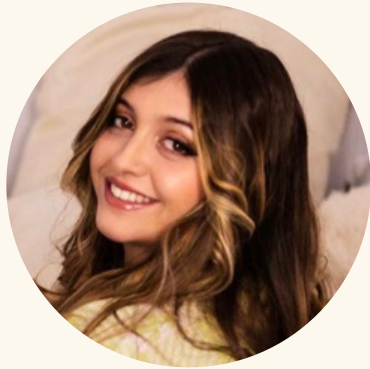


HUMAN RESOURCES

EMPLOYEES



Samantha
Manager



Angelica
Manager



Jourdin
Sales Associate



Brooke
Sales Associate



Dana
Sales Associate



Julia
Sales Associate



Amanda
Sales Associate



Julie
Sales Associate



Gigi
Assistant Manager



Kerri
Assistant Manager



Mia
Sales Associate



Corinne
Sales Associate



Kira
Sales Associate



Kate
Sales Associate



Katie
Sales Associate



Lily
Sales Associate



EMPLOYEES



@amandaleilanidesigns
Jewelry Artist



@pagiojewelrydesigns
Jewelry Artist



@itsgldn
Jewelry Artist



@jcojewellery
Jewelry Artist



@chupi
Jewelry Artist



@zaana.jewelry
Jewelry Artist



@prettylittle.gems
Jewelry Artist



Jennifer
Security



Bethany
Security



Alison
Security



Alexandra
Security



Kimberly
Cleaning Crew



Paige
Cleaning Crew



Annamaria
Cleaning Crew



Courtney
Cleaning Crew

EMPLOYEES

PAY & RESPONSIBILITIES

Manager Hourly Pay \$22.88	Assistant Manager Hourly Pay \$21.59	Sales Associate Hourly Pay \$17.50	Jewelry Artists Hourly Pay \$25	Security Hourly Pay \$18.74	Cleaning Crew Hourly Pay \$17.77
• Handles store responsibilities with assistant managers, sales associates, guest jewelry artists, security, cleaning crew, and customer concerns • Handles all floor operations • Open and close store, keyholders	• Assists with store responsibilities between sales associates, guest jewelry artists, security, cleaning crew, and customer concerns • Open and close store, keyholders	• Assists customers with any concerns on the floor and at the register such as finding sizes or a specific product • Restock shelves and displays with product	• Will customize customers purchases with jewelry	• Secure and monitor store to prevent theft and any issues	• Upkeep within store for maintaining bathrooms, fitting rooms, and any garbage

Total Staffing Costs

\$394,307.28

EMPLOYEE SCHEDULE

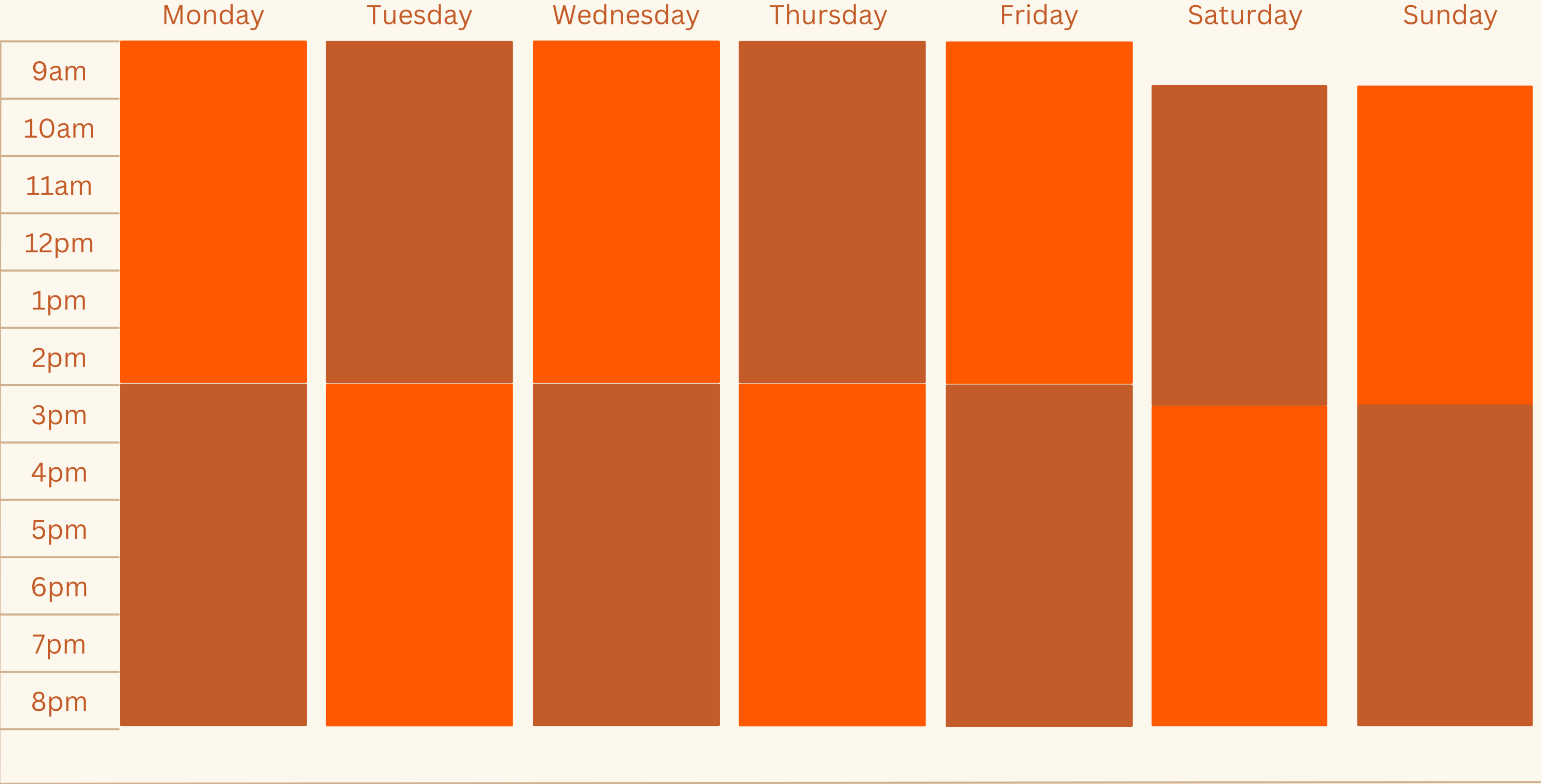
 **Team Swoosh**

- 1 Manager
- 1 Assistant Manager
- 6 Sales Associates
- 2 Security
- 2 Cleaning Crew

 **Team Hype**

- 1 Manager
- 1 Assistant Manager
- 6 Sales Associates
- 2 Security
- 2 Cleaning Crew

(Alternating Jewelry Artists Daily)



OPERATIONAL PLANS

Task Name	Start	Finish	Assigned To	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
Planning												
Project Meeting w/ Task Assignment	01/03/24	01/05/24	Task Leaders									
Research and Planning	01/08/24	01/26/24	All Departments									
Location Booking/ Date Selections	01/29/24	02/01/24	Management									
Buying Plan	02/02/24	03/01/24	Buy Team									
Budget Finalization	03/04/24	03/15/24	Finance and Accounting									
Building Stage												
Licenses, Permits, and Insurence	03/18/24	05/06/24	Marketing and Sales									
Ideation & Concept Meeting	03/18/24	03/20/24	All Departments									
Exterior & Interior	03/18/24	03/20/24	Art In Construction									
Fixtures, POS System, Electric, Technology	03/18/24	03/20/24	Electricians and Builders									
Finalize Construction & Interior	03/21/24	04/01/24	Design and Construction Team									
Development												
Employee Interviews	04/08/24	05/03/24	Marketing and HR									
Hiring	04/08/24	05/03/24	HR									
Pop-Up Store Training	05/06/24	05/27/24	Marketing and Management									
Launch Party Reservations	05/28/24	05/31/24	Marketing									
Launch Party Set Up	06/03/24	06/14/24	Marketing									
Launch Party	06/16/24	06/16/24	Marketing and PR									
Pop-Up Shop Opening	06/16/24	06/16/24	Marketing and PR									
Marketing												
Competitor Analysis	01/03/24	02/09/24	Marketing and Management									
Marketing Meeting	01/03/24	02/09/24	Marketing									
Marketing Concept	01/03/24	02/29/24	Marketing and Design Team									
Finalize Marketing	03/01/24	03/15/24	Marketing and Finance									
Launch Party Invitations	05/24/24	06/07/24	Marketing									
Press Release	04/15/24	09/27/24	Marketing and PR									
Emails and Texts about Pop-Up Opening	04/24/24	06/07/24	Marketing and PR									
Social Media Posts	04/15/24	09/27/24	Marketing and PR									
Pop-Up Store Prep	03/03/24	06/07/24	Marketing and Management									
Customer Feedback	04/15/24	09/27/24	Marketing									



SPECIAL CHARACTERISTICS

- Sneaker customization with jewelry
- Easy technology-based checkouts with iPads
- Curated Apple Music playlists to create an uplifting atmosphere
- Exclusive drop with unique t-shirt and tank top colors that are only available to Nike Pop-Up customers

PROMOTIONAL PLAN WITH COSTS

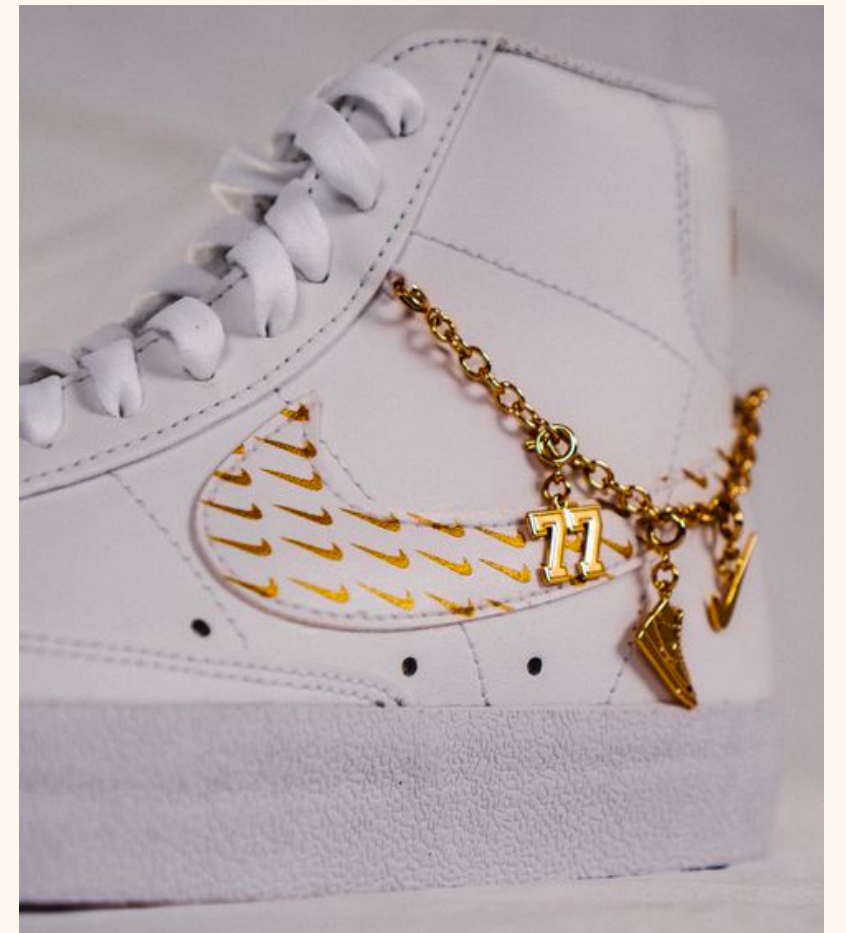
Jewelry on Sneakers

- Charms \$15 each
- Anklets \$20 each
- Chains \$35 each
- Swarovski Crystals \$20-\$150 (detailing on sneaker only)

Total: \$220

Social

- Social media posts on NIKE Instagram leading up to the pop-up opening
- Daily story posts
- Reshare of customer's tagged pictures
- NIKE Corporate Marketing and Pop-Up shop associates will be responsible for posting on NIKE's Instagram story

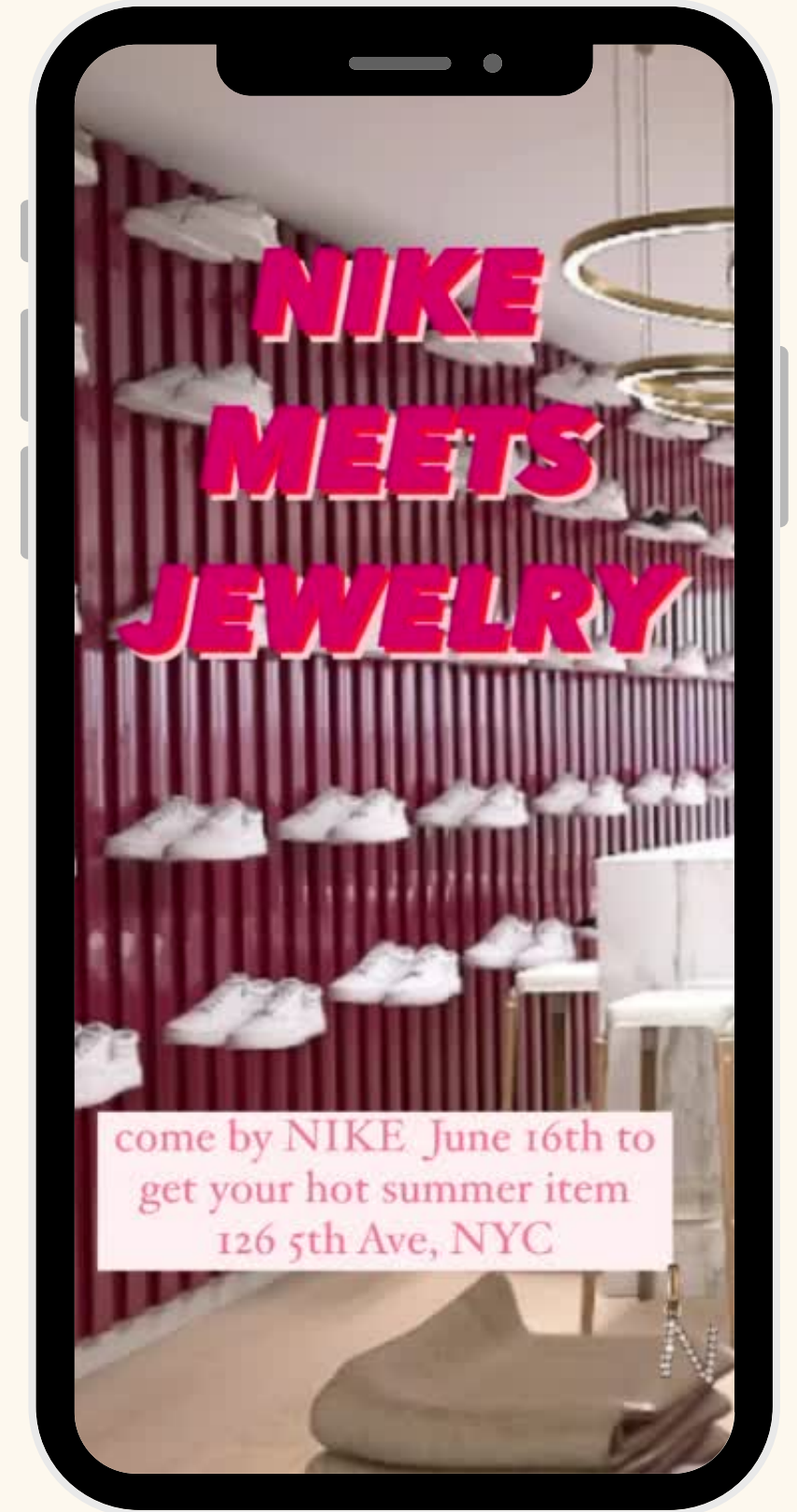
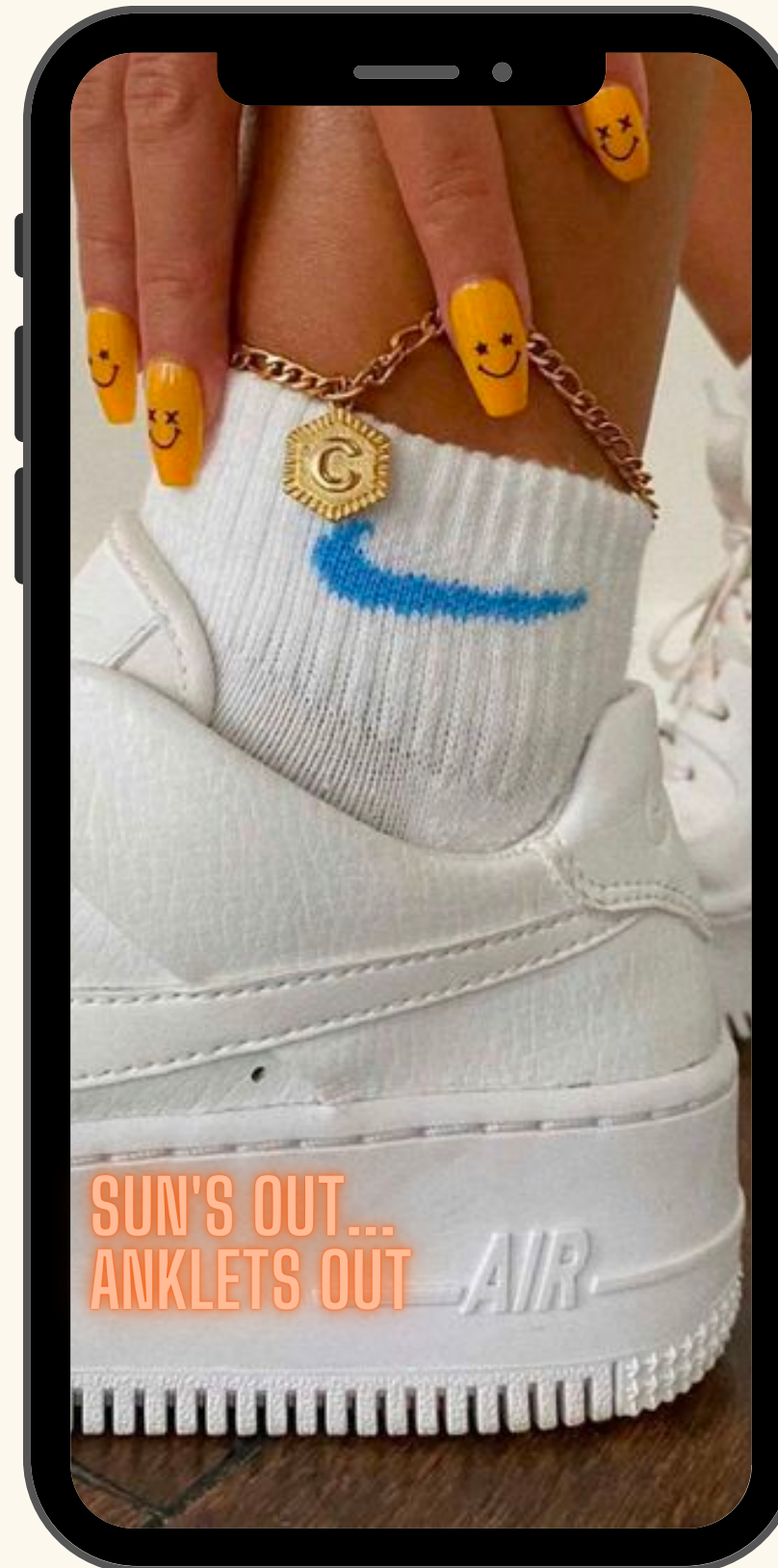
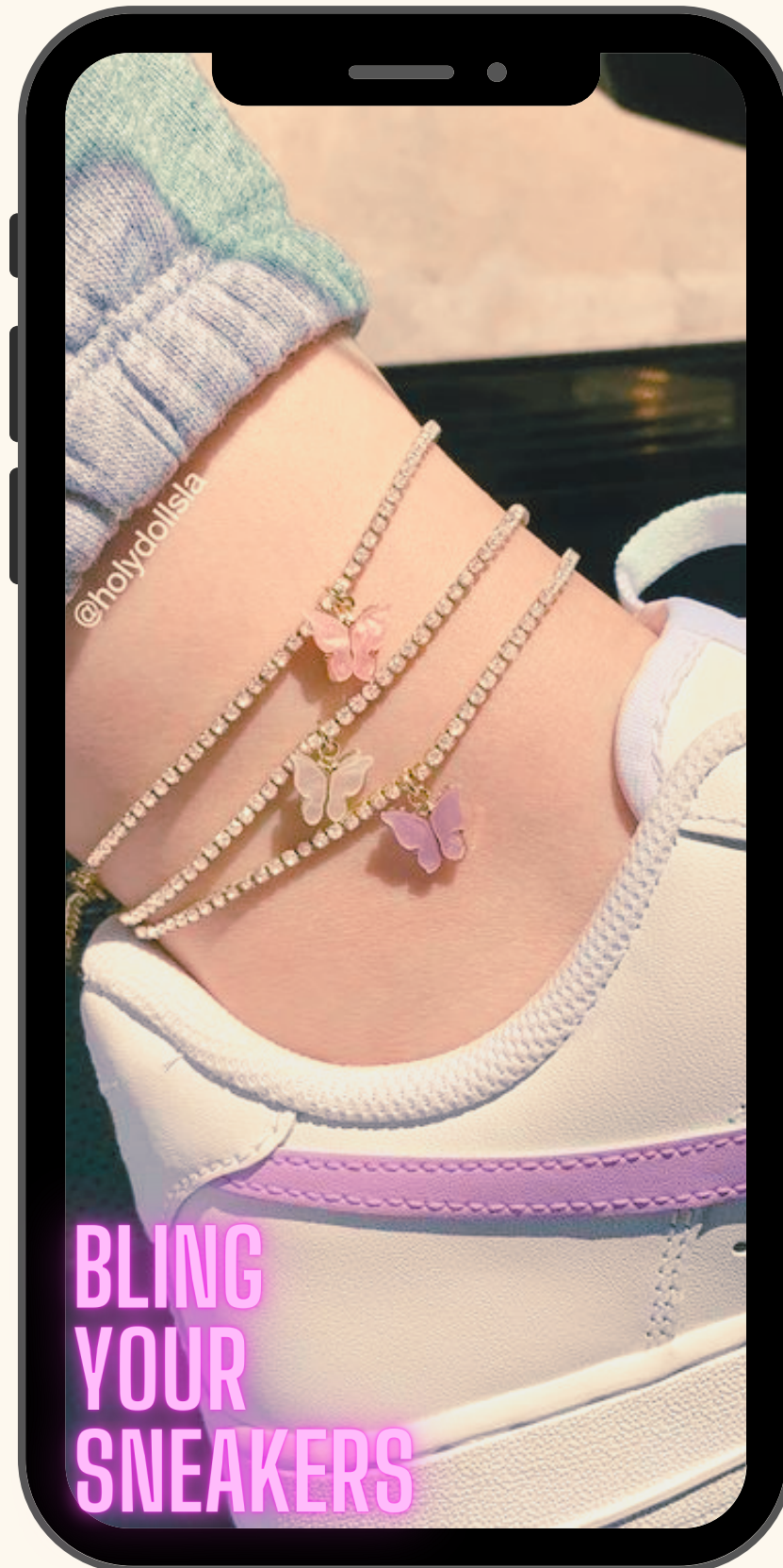


LAUNCH PARTY BUDGET

Launch Party Budget for June 16, 2024	Units	Total Cost
Party Essentials		
Catered Food & Beverage		\$ 5,500
DJ		\$ 2,000
Decorations		\$ 4,000
Total Party Essentials		\$ 11,500
Goodie Bags		
Nike Bracelets with Swoosh Charm	3,000	\$ 2,000
Mini Scrunchie	4,000	\$ 3,000
Total Goodie Bag		\$ 5,000
Total		\$ 16,500



POP-UP ADS





PRODUCT MOOD BOARD



APPENDIX

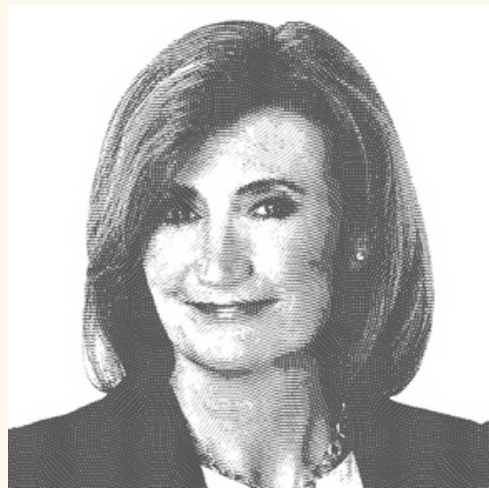


SHAREHOLDERS

Cathleen A. Benko

Director since 2018

Former Vice Chairman and
Managing Principal of Deloitte LLP



Elizabeth J. Comstock

Director since 2011

Co-Founder and Chief Commerical
Officer of Climate Real Impact Solutions



John G. Connors

Director since 2005

Partner in Ignition Partners LLC, a
Seattle-area capital firm

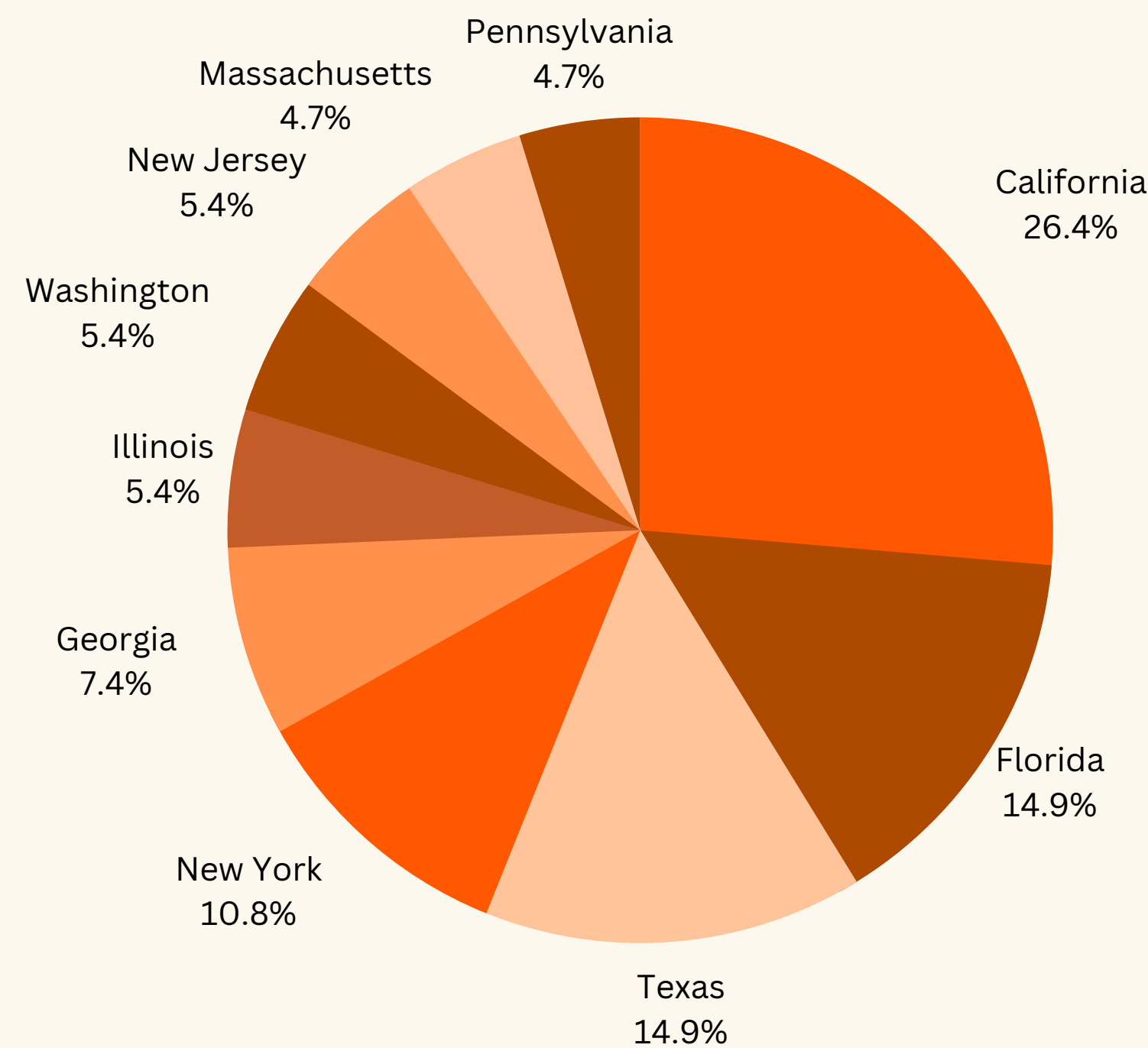


STORES & LOCATIONS



US Stores 2022

273



United States Stores 2023

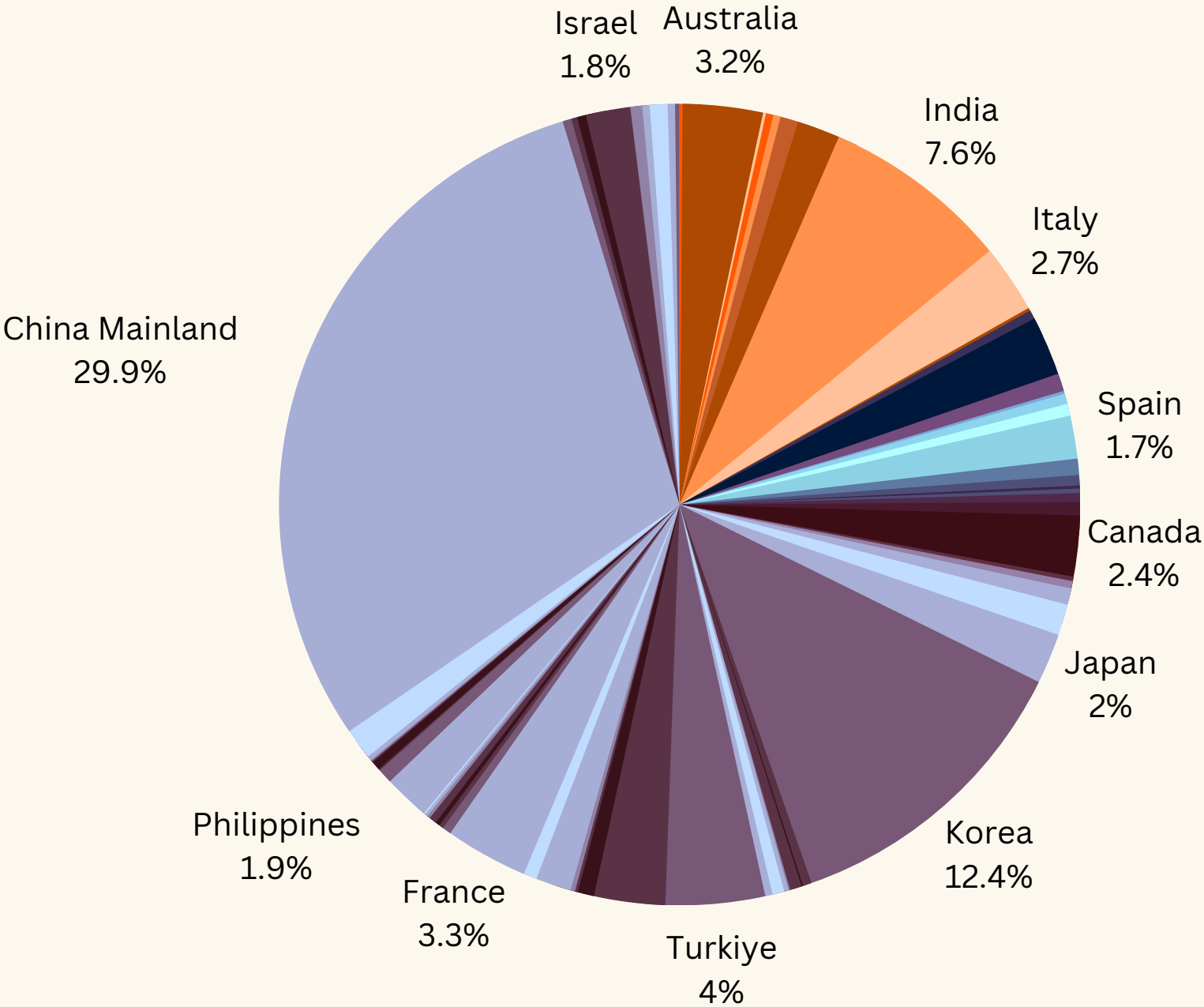
California	39
Florida	22
Texas	22
New York	16
Georgia	11
Illinois	8
Washington	8
New Jersey	8
Massachusetts	7
Pennsylvania	7

STORES & LOCATIONS



International Stores 2022

773



International Stores 2023

Albania	2	Uzbekistan	2	United Kingdom	48	Armenia	1
Australia	54	Algeria	3	Argentina	11	Bahrain	3
Belarus	2	Austria	6	Azerbaijan	2	Brazil	21
Bulgaria	5	Belgium	9	Bosnia & Herzegovina	3	China Mainland	500
Croatia	5	Canada	41	Chile	24	Denmark	6
Egypt	12	Cyprus	3	Czechia	9	Georgia	4
Germany	29	Estonia	5	France	56	Hungary	6
India	127	Greece	11	Hong Kong	6	Israel	30
Italy	46	Indonesia	21	Ireland	3	Kazakhstan	8
Kenya	2	Japan	34	Jordan	3	Latvia	5
Lebanon	6	Korea	207	Kuwait	5	Malaysia	12
Mexico	40	Lithuania	6	Macao	2	Morocco	5
Netherlands	12	Moldova	1	Montenegro	2	North Macedonia	3
Norway	2	New Zealand	8	Nigeria	1	Poland	33
Portugal	7	Oman	1	Philippines	31	Saudi Arabia	26
Serbia	8	Qatar	3	Romania	10	South Africa	13
Spain	29	Singapore	8	Slovakia	1	Taiwan	13
Thailand	11	Sweden	5	Switzerland	6	Ukraine	11
United Arab Emirates	7	Turkiye	67	Turkmenistan	1	Uruguay	2

MARKET SIZE & SHARE

Global Footwear Market

265.81 billion

United States Footwear Market

78.61 billion

Global NIKE Market Share

39% of global athletic footwear market

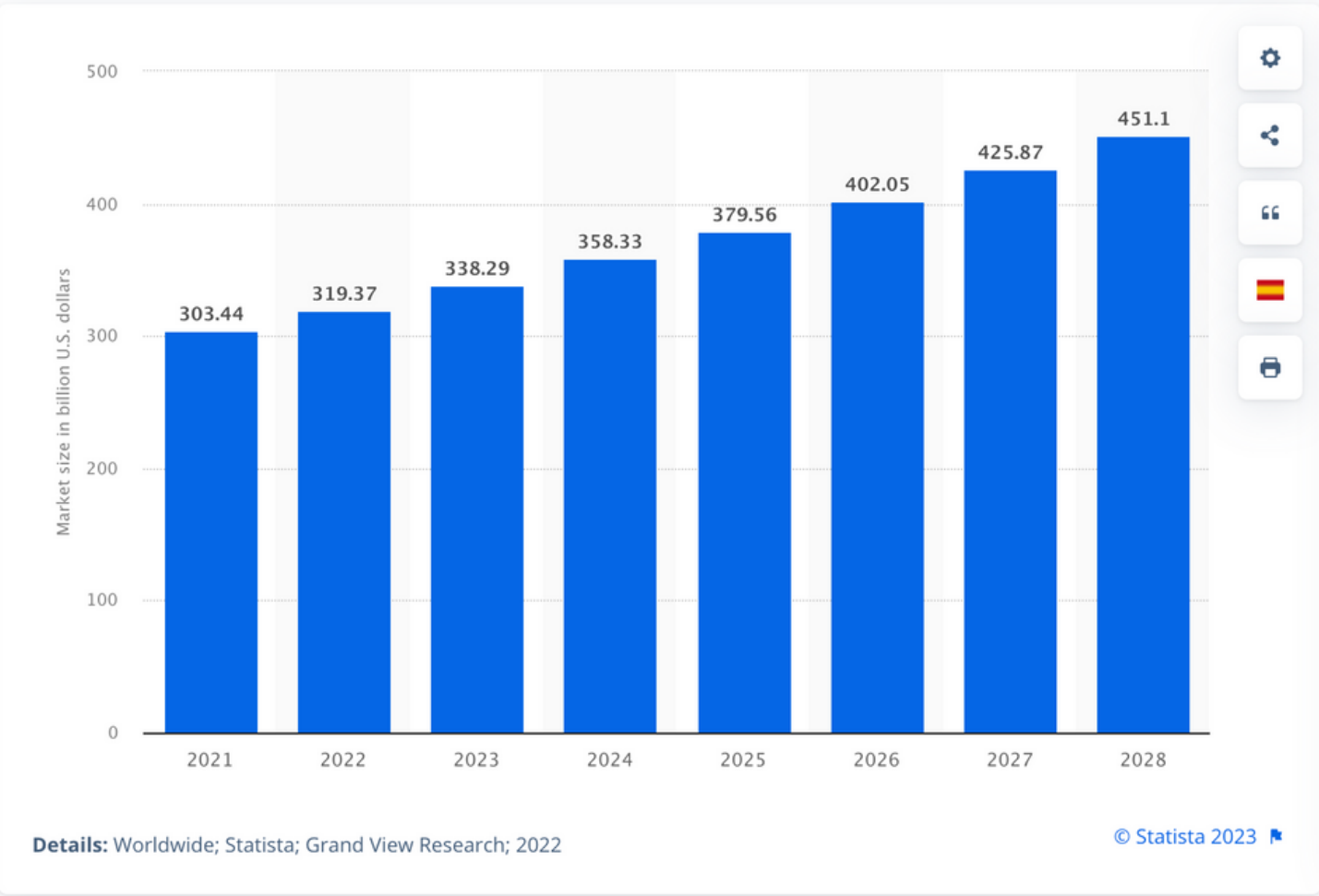
United States NIKE Market Share

41% of United States athletic footwear market



Size of the activewear market worldwide from 2021 to 2028

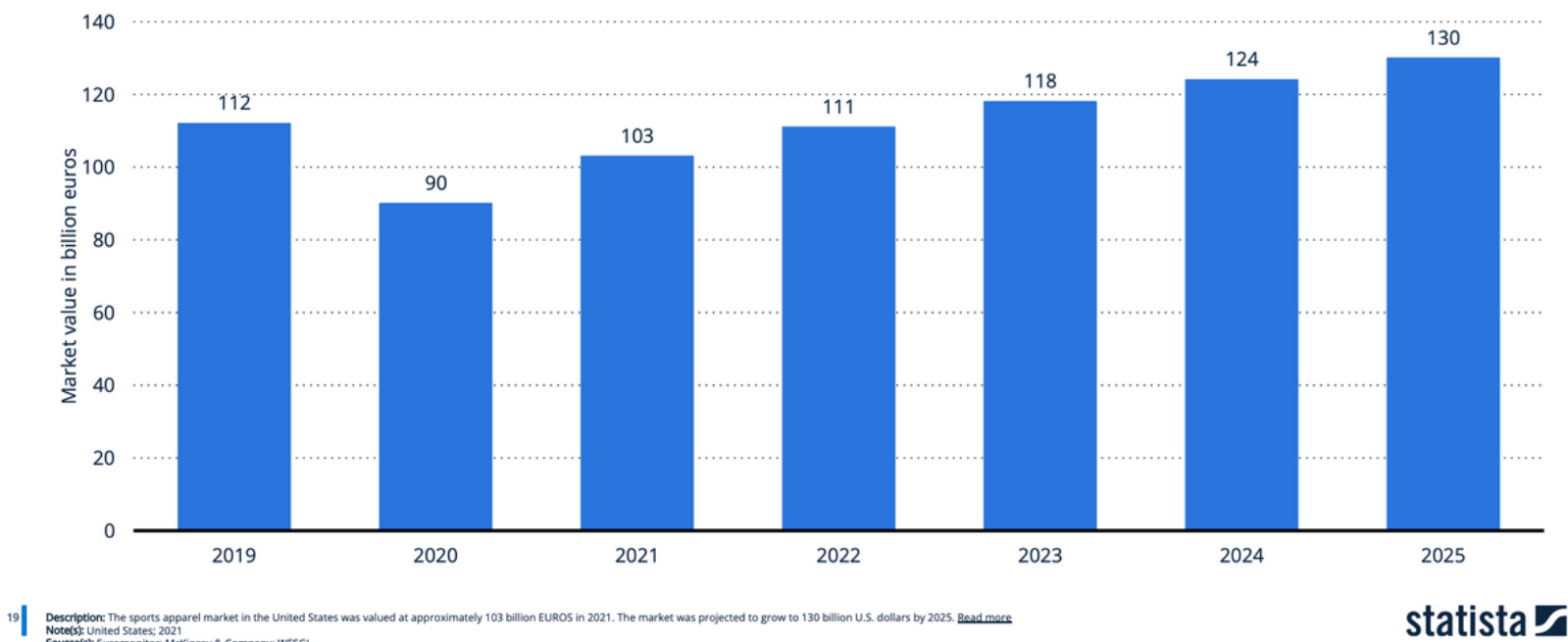
(in billion U.S. dollars)



Value of the sports apparel market in the United States from 2019 to 2025

(in billion euros)

Size of the sportswear market in the U.S. 2019 to 2025



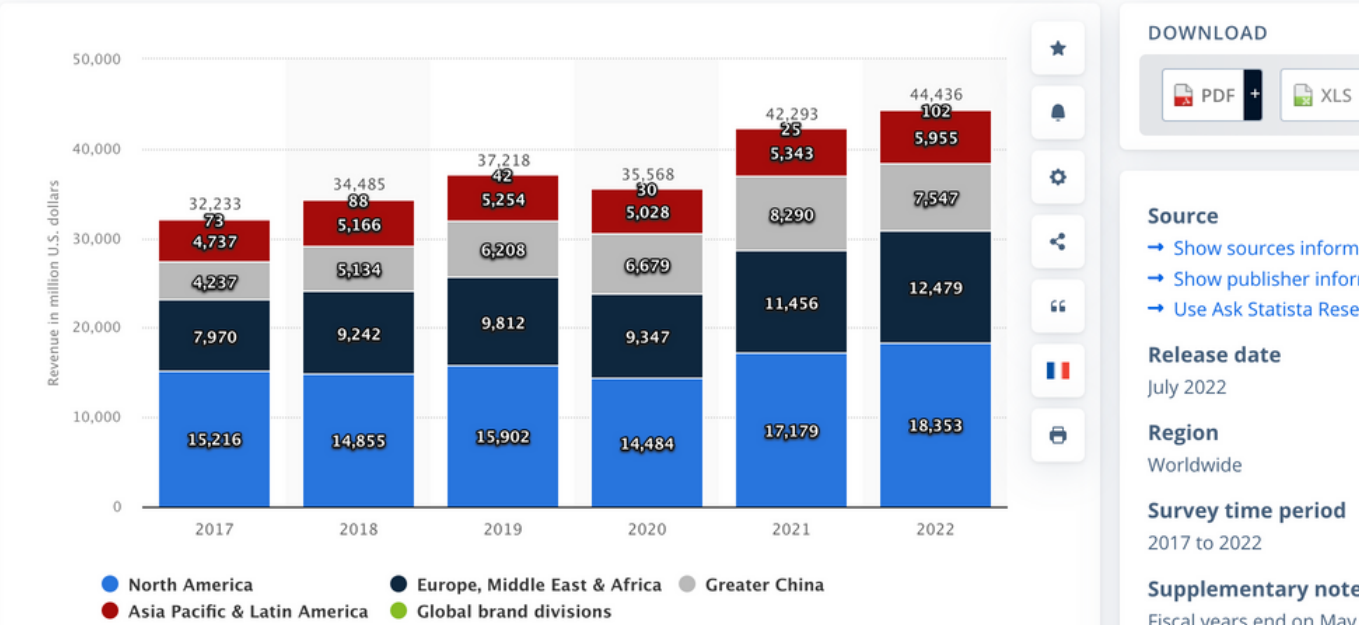
The breakdown of Revenues is as follows:

(Dollars in millions)	FISCAL 2022		FISCAL 2021		% CHANGE	% CHANGE EXCLUDING CURRENCY CHANGES ⁽¹⁾	FISCAL 2020	% CHANGE	% CHANGE EXCLUDING CURRENCY CHANGES ⁽¹⁾
North America	\$	18,353	\$	17,179	7 %	7 %	\$ 14,484	19 %	19 %
Europe, Middle East & Africa		12,479		11,456	9 %	12 %	9,347	23 %	17 %
Greater China		7,547		8,290	-9 %	-13 %	6,679	24 %	19 %
Asia Pacific & Latin America ⁽²⁾		5,955		5,343	11 %	16 %	5,028	6 %	8 %
Global Brand Divisions ⁽³⁾		102		25	308 %	302 %	30	-17 %	-17 %
TOTAL NIKE BRAND		44,436		42,293	5 %	6 %	35,568	19 %	17 %
Converse		2,346		2,205	6 %	7 %	1,846	19 %	16 %
Corporate ⁽⁴⁾		(72)		40	—	—	(11)	—	—
TOTAL NIKE, INC. REVENUES	\$	46,710	\$	44,538	5 %	6 %	\$ 37,403	19 %	17 %

Consumer Goods & FMCG › Apparel & Shoes

Nike's revenue worldwide from the fiscal years of 2017 to 2022, by region

(in million U.S. dollars)



VISUAL DISPLAY DETAILS



Total Staffing Costs							
	Manager	Assistant Manager	Sales Associate	Jewelry Artist	Security	Cleaning Crew	
Hourly Pay	\$22.88	\$21.59	\$17.50	\$25	\$18.74	\$17.77	
Daily Pay (6 hr shift)	\$137.28	\$129.54	\$105.00	\$150	\$112.44	\$106.62	
Individual Employee Monthly Pay							
June	\$2,059.20	\$1,943.10	\$1,575.00	\$2,250	\$1,686.60	\$1,599.30	
July	\$4,255.68	\$4,015.74	\$3,255.00	\$4,650	\$3,485.64	\$3,305.22	
August	\$4,255.68	\$4,015.74	\$3,255.00	\$4,650	\$3,485.64	\$3,305.22	
September	\$3,981.12	\$3,756.66	\$3,045.00	\$4,350	\$3,260.76	\$3,091.98	
Total Employee Pay Per Monthly Store Open Days							
June	\$4,118.40	\$3,886.20	\$18,900.00	\$15,750	\$6,746.40	\$6,397.20	
July	\$8,511.36	\$8,031.48	\$39,060.00	\$32,550	\$13,942.56	\$13,220.88	
August	\$8,511.36	\$8,031.48	\$39,060.00	\$32,550	\$13,942.56	\$13,220.88	
September	\$7,962.24	\$7,513.32	\$36,540.00	\$30,450	\$13,043.04	\$12,367.92	
TOTAL STAFFING COSTS	\$29,103.36	\$27,462.48	\$133,560.00	\$111,300	\$47,674.56	\$45,206.88	\$394,307.28

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