

**Marketing Plan for Nike**

MKTG525: Strategic Marketing

Keller Graduate School of Management



**Table of Contents**

Executive Summary.....3  
Company Description.....3  
Portfolio Review.....4  
    Products and Services.....4  
    Unique Value Proposition.....5  
Strengths, Weaknesses, Opportunities, and Threats Analysis.....6  
    Strengths.....6  
    Weaknesses.....6  
    Opportunities.....6  
    Threats.....7  
Industry Analysis.....7  
    Market Size.....8  
    Barriers to Entry.....9  
Key Customer Segments.....10  
Competitive Analysis.....10  
Target Market Segment Strategy.....12  
    Market Needs.....13  
    Market Trends.....14  
    Growth Opportunities.....15  
Marketing Strategy / Action Program.....16  
    Pricing Strategy.....16  
    Advertising and Marketing Programs.....17  
Sales Strategy.....18  
    Sales Forecast.....19  
Budget / Expenses.....20  
Controls / Key Performance Indicators.....20  
References.....22