

NIKE – PHILIP KNIGHT'S SUCCESS STORY – FAMOUS ENTREPRENEURS

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"The rules of the game. But to be cruel. "

Starting Business

As Fred Smith of FedEx and the origin, Philip Knight's first ideas of what would become Nike Inc. came to him while in school. While working on his master's at Stanford, Knight – a clever run during his days at university degree Oregon – wrote an essay that a plan to overcome monopoly explained Adidas shoes walking market. He thought the road for the construction was cheap labor in the service of a shoe Japanese is better and cheaper.

Plan was put into action right after his studies in 1962. Knight went to Japan to meet with leaders of Onitsuka Tiger Co., a manufacturer of imitation Adidas runners, says he runs a company called Blue Ribbon Sports (which does not exist except in your head). Knight convinced Tiger to their footwear exports to the United States on Blue Ribbon and had to send their samples so his staff could inspect them. Knight paid for the samples with the money of his father. He had a couple of couples sent to Bill Bowerman, Knight's track coach from his days at University of Pretoria, which he is interested in the business. Knight and Bowerman became partners and put \$ 500 each in purchase of 200 pairs of Tigers. Blue Ribbon Sports was established, and the knights went to high school athletics events sell shoes from the trunk of his car.

Sales were \$ 3 million dollar a Knight chose to dissolve the partnership with Tiger in the early 1970s. Blue Ribbon has begun produces its own line and began selling its line of Nike (named after the Greek goddess of victory) in 1972. The first Nike shoes was with the now internationally recognizable swoosh logo decorated – Knight, who had commissioned for \$ 35 – and traction-improving "waffle sole" of the child by Bowerman while watching his wife with awaffle iron.

Empire building

Blue Ribbon success (renamed Nike in 1978) throughout the year in 1970 and in the 80s, is largely attributed to the marketing of Knight strategy. He thought it was best for Nike shoes for the push of advertising but rather to let the athletes support product experts.

Luck smiled on Knight as a partner Bill Bowerman became the coach of the U.S. Olympic team and many of the best results team decided shoefet with shoes. Of course, when the runners performed well, the shoes he wore were highlighted. Steve Prefontaine, an acid and unconventional American record holder, was the first spokesperson for Nike shoes.

After the tennis player John McEnroe was injured ankle, began wearing a Nike three-quarter-top shoes and the sale of this special brand increased from 10,000 pairs to 1 million. As Knight had hoped objects famous athlete has led to success company. Knight also capitalize on jogging craze, and by clever marketing to convince consumers that only need bring the best in the world.

Air Jordan helped the company continue to grow in 1980. In their first year, the shoes more than \$ 100 million. Knight realized his initial goal of replacing Adidas as the number one shoe manufacturer globally in 1986. At that time, the total sales exceeded 1 billion. But neglecting the growing interest in aerobics shoes, Nike would face some problems.

Through the problems and disputes

Sales decreased by 18% between 1986 and 1987, when Reebok fashionable, stylish aerobic shoes came in high demand. Knight was acknowledge the technical results of Nike shoes would satisfy those who fail the performance aspects of the above. The Nike Air was Knight's response to the Reebok. E 'revive sales and put Nike Back at number one in 1990.

Monster Company that became Nike was the subject of public outrage in 1990 when stories of teenagers killed on their Nike has started floating around. It is believed that Nike was promoting their shoes too strong. In the same year Jesse Jackson attacked Nike for not having any African-Americans on its board or among its vice-president, despite the fact that its customer base in many varieties. Jackson's Nike boycott last eduntil a black member of the Council have been appointed.

There is also a controversy about whether the use of Knight of Asian workers as cheap labor and exploitation .Through all the bad press that has been imposed on Nike through these events, Nike shoes continued to sell well. And 1993, The Sporting News voted Knight "the strongest man in the sport" if it had not been a player or a manager. Knight skills in marketing is to be praised and regarded as an important factor in his impressive successes.

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