Life Cycle of Nike’s Air Jordan Athletic Shoe

The Air Jordan is one of Nike’s most famous and profitable shoe in their history. In 2011, Air Jordans brought Nike $105 billion. The Air Jordan is the shoe that paved the way to colorful sneakers.

The marketing of this shoe is everywhere. They use ads in sports magazines, ads on TV, and a lot of marketing on social media. Their target audience is young men, especially ones that are involved with athletics. They have a strategy of using well-known celebrities for their sponsors, including Michael Jordan as the main person.

The first step in the life cycle of an Air Jordan shoe is extraction. The extraction process is when the materials are gathered on order to make the product that is wanted. In the Air Jordan’s case, the extraction begins with the rubber coming from China, Thailand, and Malaysia. Workers are paid very little to extract the rubber from the rubber trees in these countries. Then, workers in China are paid little as well in order to pick the cotton used for the fabric on the outside and inside of the shoe.

The packaging of the shoe involves multiple areas. They want the box to “explain” the shoe. The box needs to be appealing to the market, or the market won’t want to buy the shoe. The box Nike uses is new and improved, making it out of recycled materials, making it more environmentally friendly.

With thousands of stores and retailers worldwide, the company has a lot of opportunity of people buying their shoes. The price of these shoes are generally $130-$300 retail price. So after he shoes are packaged and are ready to go to the consumer, the shoes are then shipped by land and sea. If the shoes are bought online from Nike.com, the shoes are distributed out of a plant in Memphis, Tennessee.

Consumers buy the shoes either online or in-store, as previously stated. People either want to buy these shoes in order to have a nice pair of shoes for a long time, or to just keep collecting the new and improved Air Jordans. Nike relies on the consumers that want to just collect the new shoes.

There are multiple components that go into the disposal of an Air Jordan. First, the box the shoes come in can be recycled and used for other things, like paper, and other things. The shoes have two fates it can have in their final step. They can either be trashed into the landfill or can be recycled. In the landfill, it takes the Polyethylene at least 100 years to completely break down. The other plastics can take up to 1000 years to decompose. The other option is to recycle the shoes, with then can be broken down to make new shoes, running track, Nike apparel, etc.

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