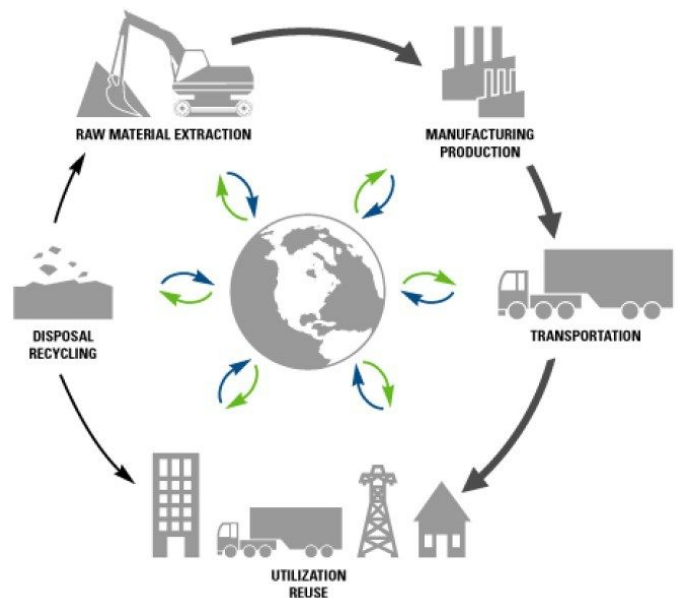


## The Life Cycle of Air Jordan's

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Everything we have in the universe goes through a natural life cycle. Everything is constantly changing, improving, and being thrown away. We often don't think about what goes into the production of a product before we receive it or where it goes when we are done with it, but there are a series of distinct steps that all products go through. We are here to explain the process and life of the Air Jordan shoes you have on your feet right now.



The first step of the life cycle is the research and development of the product. Nike's research lead them to realize that there was a huge market and profit to be made by making a shoe to appeal to the basketball community. Since the Air Jordans primarily serve as sports shoes, Nike's main role in research and development for this product is to assure the three main needs of athletic footwear: performance, injury protection and comfort. This brand has a place called The Nike Sports Research Laboratory where their role is to identify the physiological needs of athletes. Here they research and design new shoes, and they perform tests on them to correct any possible error that the shoe may have. Every year, a new edition of the Air Jordan is

released with newer and more improved features. For long, Nike has been successful in maintaining these necessities as it is considered the #1 most popular shoe brand in the world and is one of the largest suppliers of athletic shoes.

Despite the new development and design of Air Jordan's, Nike has had trouble keeping sales up as the legendary era of Jordan basketball begins to fade from the minds of the

millennials and generations Z, Air Jordan's

target demographic. They began to

compensate for this through the increase in

supply of limited released shoes to increase

appeal for consumers. This increase in supply

is also another marketing strategy that Air

Jordan has used to increase public image by hoping the increased supply would help reduce shoe

related violence. Another huge marketing strategy that Nike has been using is to increase their

use of social media promotions in order to catch the eye of the new technology dependent

generations. Nike began to decrease traditional media advertising and expand their internet

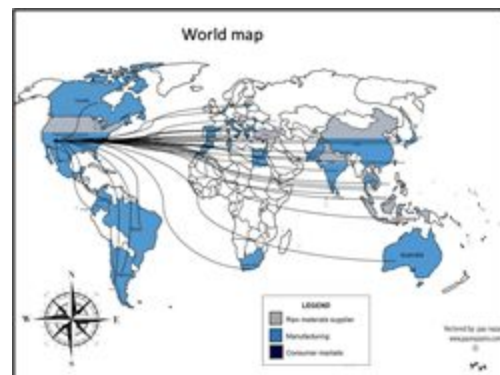
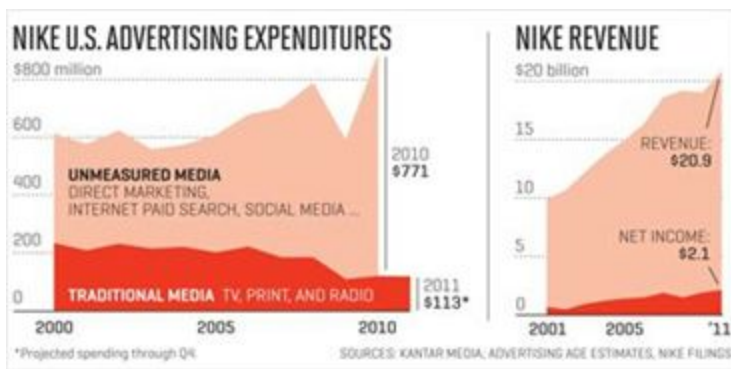
media advertising and have seen a steady rise in net income and revenues over the past years.

Next, comes the task of manufacturing an enormous amount of the shoes to distribute all

across America and the rest of the world where Nike

has set up shop. Making so many shoes and doing it

in a cost effective way is no easy feat. Since prices



for materials are cheaper across seas, Nike uses a plethora of other countries in order to get all of the needed materials in a cost effective way. Nike bought needed materials such as rubber, cotton, and plastic from China, but even extended their reach to countries such as Malaysia and Thailand for material. These raw materials are then shipped to warehouses in Taiwan, Indonesia, and other Asian countries where they are put together into the shoe we see in stores. Because of low wages, Nike spends very little to produce mass amounts of Air Jordan's in these countries. The shoes are then kept in warehouses until they are ready to be packaged and distributed.

To distribute clean shoes to customers, workers wrap those with the paper and pack in the boxes. Standard shoe boxes of Nike are single-wall corrugated and made from recycled materials. Also, wrapping paper is made from recycled paper. Only water-based inks are used for printing a logo on the boxes, and no glues or staples are needed to make boxes. The boxes and wrapping paper containing anything detrimental to the environment are recycled in various ways after use.

Once packaged, the shoes must be sold and distributed around the world. The



transportation process is simple. Nike uses the international express mail company DHL to ship by air and sea to get the shoes to their desired locations. The shoes are then distributed to 68,000 Nike stores worldwide where they are sold to the public. Also, as Nike adapted to the new age of technology, the Nike online store has a distribution plant in Memphis Tennessee. The shoes, once distributed, are sold either online or from Nike retailers.

As consumers across the world buy Nike shoes, it is a young male demographic that is sought after. A brand originally made only for basketball players, has morphed and grown into a shoe brand craved by the young male generation not only for basketball but simply for aesthetics. The shoes are used for everyday wearing and for special game days, and are often replaced year by year as new and improved model of the shoe comes out.

Once a consumer is done with the shoes, they are disposed in one of two different ways. The first and less desired way, is through landfills. The leather in the Air Jordan's can take up to 50 years to decompose, the polyethylene takes at least 100 years to decompose, and the



other plastics in the shoe can take up to 1000 years to fully decompose in a landfill. The reason this is such an undesired method is because of the pollution the shoes cause sitting in landfills,



and the time it takes for them to fully decompose. The second way of disposal however is ideal and hopeful.

The shoes are recycled and converted into other products. We are able to shred up and process the materials in the shoes to create rubber, foam, and fibers.

Nike is even able to take the old shoes and recycled material to create new shoes and other Nike products/apparel. Shoe material is even used to

create basketball courts, tennis courts, and tracks. Economically recycling the shoes is extremely beneficial and is much safer and cleaner for the environment.

As it has been described, everything in the universe goes through a specific life cycle, even an Air Jordan sneaker. From the time it is thought up in a mind until the time it is thrown into a trash can a product is going through research, designing, and other major steps. These specific steps are what makes each individual product a detailed object that is desirable for many humans to buy.