Nike’s Life Circle

For our lifecycle research project we decided to research the world recognized company, Nike. Nike has been on the fore front of marketing strategies, product development, and earth friendliness for years now and is continuing to move forward. Nike continuously and consistently is trying to improve on how they “keep up” with their competition as well as how to be selective of what kind of materials they are using such that they are not intentionally taking advantage of our Earth’s natural resources without thinking about the consequences.

When Nike has a new idea for a shoe the research department goes through a very in depth product development/research stage and criteria. To check out this stage we decided to look at one of Nike’s newest additions to their family the Fly Nit Lunar 2 released in 2014. Nike took this shoe and assessed what resources they would have to use to make the shoe. They found out that the key components would be Polyester Fabric, Nylon 6 fabric, Eva foam, rubber, and PU foam. Nike recently switched to new fly knit technology because it reduces waste overall through advanced manufacturing process and makes the shoe lighter. Also Nike decided to think about chemistry when looking at reductions in their percentages of gasses and chemicals being
admitted into the air. What they found is that they were able to heavily reduce their percentages by substituting water based substances for cleaning, priming, and cementing. These were the highlights of Nike’s product development stage.


The next step to Nike’s success is their marketing. Nike’s “Just Do It” attitude is what drives the company and is why they are currently number one. Their biggest marketing strategy is their never changing and simple logo. Their log is literally connected with success. The way that they made this connection was by sponsoring professional athletes these athletes are the best at what they do and that gives Nike’s brand an image of success. Also Nike decided to get involved on the collegiate level and this again helped hit a younger audience as well. The connections that Nike has made with athletes have given consumers the idea that if they want to be great they have to wear Nike. This tactic is the reason that Nike shoes literally sell themselves.


Nike’s job now is to manufacture the shoe. This phase is very simplistic and is broken down into six pieces. The first thing that happens is the upper making. Next the midsole is created. Followed by the outside making, component making, and then final assembly. The last thing that happens is the stock fitting.

http://www.nikeresponsibility.com/facts/q_and_a

After Nike has manufactures their shoes they worry about packaging. Over the last few years of Nike they have focused on this step a lot. Nike wanted a package that would continue to
provoke excitement but help bring down prices. The reason that this is a good area to help with costs is because of weight. If they can make the overall package lighter then that means shipping per box will be lessened, which overall means a somewhat cheaper product. What Nike came out with was a shoe box that uses 30% less material then the “traditional average “shoe box. This new box also helped with the earth because it saved 200,000 trees annually.

http://www.nikebiz.com/crreport/content/environment/4-7-0-case-study-rethink-the-box.php

Another uncomplicated step Nike follows is their transportation of their product. This step is broken down into three simple steps. First Nike “inbounds” their product which is just a complicated way of saying that they ship their products to Nike warehouses far and wide. Then Nike’s warehouses distributes all of their products to Nike’s distribution centers for orders and processing. Nike has three distribution centers inside of the country and 21 outside of the country. These are in Europe, Asia, Australia, Latin America, Africa, and Canada. Finally Nike “out bounds” their products to retailers and stores to be sold to customers like us. The cool thing about Nike and a lot of companies these days is that we the consumers can order these products online straight from the distribution centers and cut out the “middle man”.

http://www.slideshare.net/RachaelMcGowan/nike-distribution-system

Now that shoes are in the store and ready to go how can, we the buyers use them? Nike prides itself in being a versatile and multipurpose company. Nike appeals mostly to athletes, they sell footwear for EVERY sport that exists. However Nike is not just a brand for athletes. Nike sells slippers, flip flops, and sandals for “chilling”. Also Nike has a very successful clothing that
sells athletic apparel as well as casual sport team apparel. Finally Nike also sells “accessories” which range from watches to gloves.

http://www.referenceforbusiness.com/history2/99/NIKE-Inc.html

Finally, how do we get rid of the product when we’re tired of what we bought? Well why get rid when you can give back. Nike has a new initiative called Nike Grind. Nike grind is just what it sounds like, Nike takes their shoes and grinds them up. Nike grind is used to make an extreme variety of things. The most popular are different playground surfaces for recreation. But even minute parts of the shoe can be grinded up to make common use items like: buttons, tiles, and surfaces like tennis courts. Nike is a company that is literally changing the game every day. From the way they develop their product all the way to the way they dispose of it. While Nike may not be perfect they always “Just Do” what needs to be done.