

Nike Jordan Shoes

Nike is one of the most popular, and respected sports companies in the world. One of the many brand names they own are the Jordan shoes, which were made famous by Michael Jordan. However, Nike would not be hailed as an innovation leader in the shoe world if it were not for their dedication to research and development. The Nike Explore Team Sport Research Lab is located on site with Nike, Inc. World Headquarters in Beaverton, Oregon. There are four main areas in which forty researchers study; biomechanics, physiology, sensory/perception, and data science. The biomechanics researchers look at how humans move, and apply the information to product design and development. Athletes want to perform at the highest level possible, and the physiology department allows this to happen by making Jordans enhance athlete performance. Working hand-in-hand with the physiology team is the perception team. The perception team tries to make the practicality developed by the physiology team look as stylish as possible. Lastly, the data science department uses rigorous testing to be able to evaluate how effectively the shoe will perform. The Nike Air Jordan shoe came to be when Nike signed a deal with Michael Jordan in 1984 to wear them. These shoes were then opened to the public in 1986.

Nike uses various marketing strategies to promote their Jordan shoes. The Nike team sponsors various athletic teams and universities such as The Pennsylvania State University. They promote the product of Jordan's by having these teams wear these shoes at various athletic events. Obviously, Nike also runs television ads and on the internet. There are various sites that promote the Jordan shoes like kicksonfire.com and theshoegame.com. It was estimated that Nike spent over 2.8 billion dollars on promoting their products during the 2014 fiscal year.

The manufacturing process happens in a variety of places. According to Nike, Inc there are one hundred and forty six factories that produce footwear worldwide. The countries that have the most factories include: Brazil, Argentina, Vietnam, China, South Korea, India, and Indonesia. Boldness is something that Jordan has strive for when launching the newest model. For example, on the second pair of Jordan's ever made, the AJ II the company decided to get luxury leather made from Italy which proved to be a wise choice. Not surprisingly, Nike, Inc. has kept these facilities in Italy in order to provide their customers with some of the best leather possible. According to Nike, Inc. they do not require a set wage worldwide. Instead referred to in Nike's code of conduct they "require the suppliers to pay their employees at least the minimum wage required by country law". In a developing country such as China this proves to be problematic. There is no nationwide minimum wage in China, instead minimum wage is dependent upon province and wage district. The median average wage in China for 2014 was 12.50 Yen. This equals about 0.1018 U.S. Dollars. One of the main problems of production in China is the lack of environmental protection and regulation. However in recent years as the E.P.A. stated "China has been working with great determination in recent years to develop, implement, and enforce a solid environmental law framework. There are a four major flaws with this system as put by nature. com "first the power of the new law is limited...second enforcement of the law will be hampered by the fragmented and overlapping structure of environmental governance in China... third, despite increasingly damaging pollution in China, the new EPL fails to acknowledge citizens' basic right to an environment fit for life... fourth, enforcement and implementation of the law may be foiled by a lack of capacity and by conflicts of interest"

(nature.com). China is going in the right direction, however there clearly are still many gaps in their system, which raise many questions as to why Nike continues to use China as one of their main production plant areas. The factory workers get paid very little and work in hazardous conditions. Some workers work up to 70 hours a week. These workers are exposed to toxic chemicals from production, they also lack proper protection from the heavy machineries. Reports show some workers even suffer from abuse, physically and verbally.

The shoes are packaged at the factory they are manufactured in. The packaging is very sustainable. The boxes are made out of recycled paper, but these boxes still allows for Nike to satisfy their consumers . They contain no glue, staples, or coatings to reduce waste and eliminate toxins. Throughout Nike's life as a company, they have reduced their box size by sixteen percent, saving over 5,000 tons of cardboard each year. The boxes for the shoes are made in the United States in Oregon.

The shoes are shipped all over the world by logistics companies such as FedEx, United States Postal Service, and other third parties. First they are transported by large barges from the manufacturing plant, then once in the country they are transported via Truck across the country. The shoes are also sold at various nike stores, outlets, and third party stores such as Champs and Footlocker. Nike is a very successful company, and it reported making over 7.49 billion dollars in 2014 in shoes in the United States alone.

Consumer use of air jordan shoes has changed dramatically over the past several years. The shoes were originally worn for playing basketball but has evolved into more of fashion statement. As one of the most recognizable and infamous brands of basketball shoes, people will line up outside of shoe stores at midnight for new releases. The release of Air Jordan Concorde gained national news coverage after multiple reports of beatings, trappings and even stabbings over the shoes. Nike releases anywhere from 2 to 10 new pairs of shoes a month. Nike products do not last for long though, athletes use them for a season or two, and then the shoes are just thrown away. This all goes back to how Nike makes all their money, consumers have to buy a new pair almost every year.

The shoes are disposed in two ways, they are either dumped in landfills or recycled. The materials used to produce the shoes proves to be problematic for the environment. For example, leather can take 50 years to decompose, rubber can take 50-80 years, and plastic takes at at least 100 years. These materials end up in the landfills lead to pollution of our land. The shoes are shipped by air and sea, causing even more pollution. Fortunately, some shoes are recycled. The recycled material is shredded and processed to be used to make different products.

Resources

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