



JUST DO IT.

INFORMATION ABOUT THE FOUNDER OF A COMPANY



- The company started in 1978 in USA: Beaverton (state Oregon)
 - The company was founded in 1964 by Phil Knight.
- Phil Knight is an American business magnate. He was born on February, 24 in 1938 in Portland, Oregon.

IDEAS, ACHIEVEMENTS, KEY DATES & EVENTS IN A COMPANY



- SLOGAN "JUST DO IT"



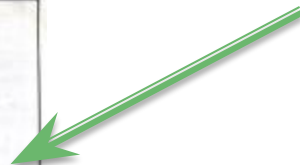
- The world-famous logo NIKE has been developed by a student designer, Carolyn Davidson in 1971
- The NIKE design logo was originally taken from Greek mythological Goddess (Nike) as one of her wings. She was a symbol of victory or winning.



IDEAS, ACHIEVEMENTS, KEY DATES & EVENTS IN A COMPANY



- At first the company was called “Blue Ribbon Sports”.
- Then in 1978 “Blue Ribbon Sports” was officially renamed in “Nike”.
- After that in 1971 was released Nike running shoes with soles **WAFLE DESIGN**.

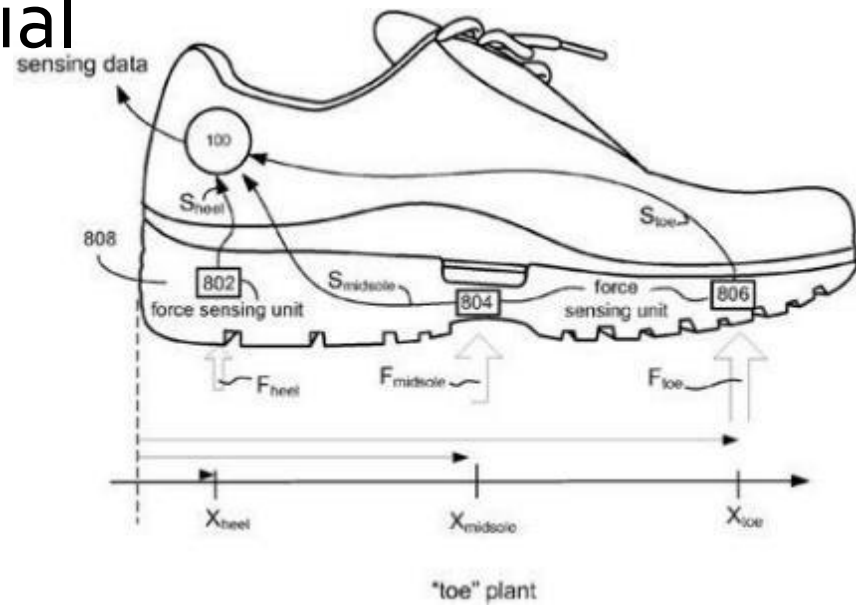


IDEAS, ACHIEVEMENTS, KEY DATES & EVENTS IN A COMPANY



- The company will release the Nike shoes with built-in GPS module.

This system allows you to get information about your own races using sensors and player iPod nano or special wrist-watch Nike SportBand.



IDEAS, ACHIEVEMENTS, KEY DATES & EVENTS IN A COMPANY



- Also the company will release the Nike shoes called Nike Mag. They'll be repeat the sneakers Marty McFly from the movie "Back to the future 2". These sneakers will laced themselves with a help of a weight sensor in the sole of the shoe. In other words, you only need to step on the ground.



TODAY



- Today the company provides . It operates all over the world.
 - In 1980, NIKE becomes a public company. The number of employees was 2,700 people.
 - Today Nike is a multinational company.
- HEADQUARTERS** - Beaverton, Oregon, USA. NIKE has contracts with 750 factories in 55 countries around the world. The number of employees is more than 30,000 people.



INTERESTING FACTS



MISSION:



OUR MISSION

**BRING INSPIRATION AND
INNOVATION TO EVERY
ATHLETE* IN THE WORLD**

*IF YOU HAVE A BODY, YOU ARE AN ATHLETE.

THANKS

