

MARKETING PLAN



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EXECUTIVE SUMMARY

Air Jordan Brand is a subsidiary of the bigger corporation - NIKE, Inc. which is the world's leading designer, marketer and distributor of athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities.



EXECUTIVE SUMMARY

- **Product:**

Jordan Brand offers a variety of basketball apparel, but specializes in footwear.

Jordan provides premium, high quality shoes that add protection and improve performance.



- **Goal:**

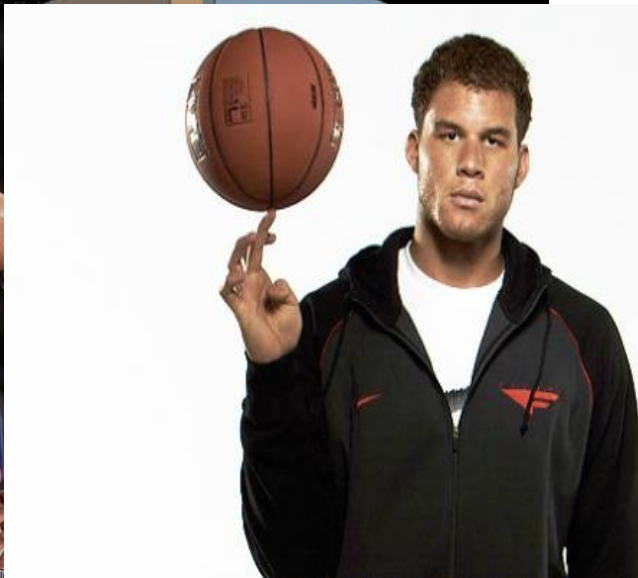
Jordan Brand aims to capitalize on past success, while using new opportunities to achieve “Greatness,” such as Michael Jordan.

TARGET MARKET AND STRATEGIES:

Jordan Brand targets all millennials, urban millennials/generation z as a niche, and the global market. Air Jordan branch needs to strengthen its positions in the developing countries such as Russian market for sport and casual clothing which cannot be defined as saturated. Air Jordan brand is known worldwide for producing high quality basketball and street shoes and apparel. But in fact, Air Jordan has not already and fully entered the Russian market of sports shoes and apparel and strengthened its positions there. That is why it is extremely important to create an efficient plan in order to promote Air Jordan products in the Russian market of athletic and casual clothing.

COMPANY OVERVIEW.

U.S. Basketball Shoemarket in 2013



COMPANY OVERVIEW.

- Air Jordan's mission statement is *"To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete"*.



OBJECTIVES/GOALS.

- Amazon's objectives in the new Russian market are expanding its product range to cater to Russian consumers, increasing its digital media traffic, developing a strong digital infrastructure to support its e-commerce operations, and generating a broader type of content and releases, learning more about consumer demographics and trends.



“SWOT” ANALYSIS

STRENGTHS

- ⦿ Jordan Brand's shoes have a reputation of market share (71%) in the sneakers market, adding to the industry's revenue of \$1.5 billion (Sander, 2011). People of all ages love them (Jordan Brand 2012) shoes (El-Omari, 2002).
- ⦿ Social media pages have three extremely loyal followers. Using sponsorships with star athletes and associate Jordan brand with great fitness (Derek Carter, Blake Griffin)
- Supply of sneakers, Chris Paul's Demand leaves opportunity to produce variety, sell more (Hill, 2011), Gatorade, Upper Deck, 2k Sports) - (Badenhausen, 2011).
- Established a motto that attracts people to their products- “Become Legendary” (Nike, 2012)
- Jordan brand hired Larry Miller to be their President and drive a global strategy to expand their product sales in international markets (Nike Inc., 2012)

WEAKNESSES

- ⦿ Products are produced by a lot of American companies in 2011 with no bargaining power
- (2010) West Coast, 1997) Through states before, (Mirabella, 2012) took a big hit in the past.
- ⦿ Under Armour Africa and local markets (Bartholomew, 2012) Team, 2011) Many retro released shoes are made with less quality
- Many retro shoes are released at prices below \$100 (Simpson, 2012) are being committed to acquire them (Hill, 2011).

STP ANALYSIS.

Situation:

- Minimally supplied shoe causes increase in demand
- Development of young –generation-oriented products
- Global strategy – international challenges
- Technology shift : light weight and protective shoe is the objective

Segmentation:

- Ranging from young children,
- stylish and fashion conscious teenagers/adults,
- athletes that demand and require high-performance products and even budget consumers

STP ANALYSIS.

Targeting

- Air jordan caters to its different segments.
- “The retros” captures the highest amount of segment population,
- It caters to its “athletic segment” by manufacturing and releasing high-quality signature shoes
- “Team Jordan”, produced for the budget oriented consumer

Positioning

- Air Jordans are positioned very high in its target consumer minds
- It features high-priced products that are stylish and deemed as premium

MARKETING STRATEGIES & TACTICS

Strategy # 1 – Celebrity Endorsements.

Jordan Brand's "Team Jordan" really focuses on promoting Jordan products through premium athletes. This strategy, however, focuses on the flip side of entertainment: celebrities.

Strategy #2 - Using Sports Channels to promote Jordan Brand

Jordan Brand will use a new relationship with Sports Channels such as "Russia Sport 1", "Russia 2", "NTV Basketball", "Eurosport" to target the basketball fan and sport loyalist market.

Strategy # 3 - Promotion through sponsorship and social work.

Strategy aims to gain loyalty from current and potential customers. Sponsorship means taking steps to make the brand more recognizable and boost positive image due to proper promotion of sport events in mass media creating more fun and entertainment.