

THE ROAD TO SUCCESS

STRATEGY BY NIKITA DYAKONOV

STEP 1

Buy smaller specialist companies and build them up.



In 2017, Nike reported wholesale revenue of \$3.1 billion from its Jordan brand alone, up 13% from the prior year, compared to total wholesale Nike brand sales of \$28.7 billion. The brand was the fastest growing line for Nike in the year.

STEP 2

Take an advice from well-known sportsmen,
person.



Inspired by one of golf's greatest legends, the Tiger Woods Collection features products with the latest Nike innovations to help you stay comfortable, focused and competitive on the course.

STEP 3

Revolutionary designs and higher prices.



Adidas' revolutionary Torsion technology allows for supreme stability in the midsole of the sneaker. So that there isn't too much stress on the heel of the foot, the Torsion system in effect supports the midfoot while the forefoot undergoes linear and lateral movement.



Nike's Flywire technology is composed of an ultra-light, thread-like polymer named Vectran, which is also used by NASA to make spacesuits. Basically, the same material that we lace-up and hit the pavement with is also used to walk on the moon. \$160 isn't that bad, right?

STEP 4

Introduce a cost-cutting programs, with the aims of reducing costs by 20 % in the next year to help profitability.

One of the first steps to smarter, more strategic cost cutting is identifying and understanding the differences between bad costs, good costs and the best costs:

- 1)Bad costs – These are costs that do not align with the overall growth strategy of the company. Good companies cut waste and funnel the resources to better areas, and bad costs are the first to get cut.
- 2)Good costs – These costs drive initiatives and strategies that support the company's overall growth goals. They are based on an understanding of customer preferences and match them with the organization's operations.
- 3)Best costs – Some of the best costs build and expand a company's truly differentiated capabilities. These are the handful of capabilities that make a company truly unique and drive its value. These capabilities stand out as true differentiators that are hard to mimic and difficult to replicate.

STEP 5

Cooperation with another brands, limited quantity drop



Adidas Yeezy Boost is the official collaboration sneaker by Kanye West and Adidas. The Adidas Yeezy 750 Boost "Light Brown" was the first sneaker to release from this collaboration on February 23, 2015



!UNBELIEVABLE

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Roll over image to zoom in



Adidas Yeezy Boost 350 "2016 Release" - BB5350

★★★★☆ ▾ [10 customer reviews](#) | [16 answered questions](#)

Price: **\$2,398.00** + \$49.99 shipping

Fit: [As expected \(64%\)](#) ▾

Size:

6 M US ▾ [Size Chart](#)

Color: Pirblk/Blugra/Cblack



- Textile
- After originally dropping in 2015, the coveted adidas Yeezy Boost 350 "Pirate Black" colorway of the re-released February 2016. This version of the "Pirate Black" shoe features minor modifications, including additional heel padding for more support but maintains the Primeknit upper construction and Boost cushioning from previous Yeezy Boost 350s. The textured black look pairs well with the red accents.

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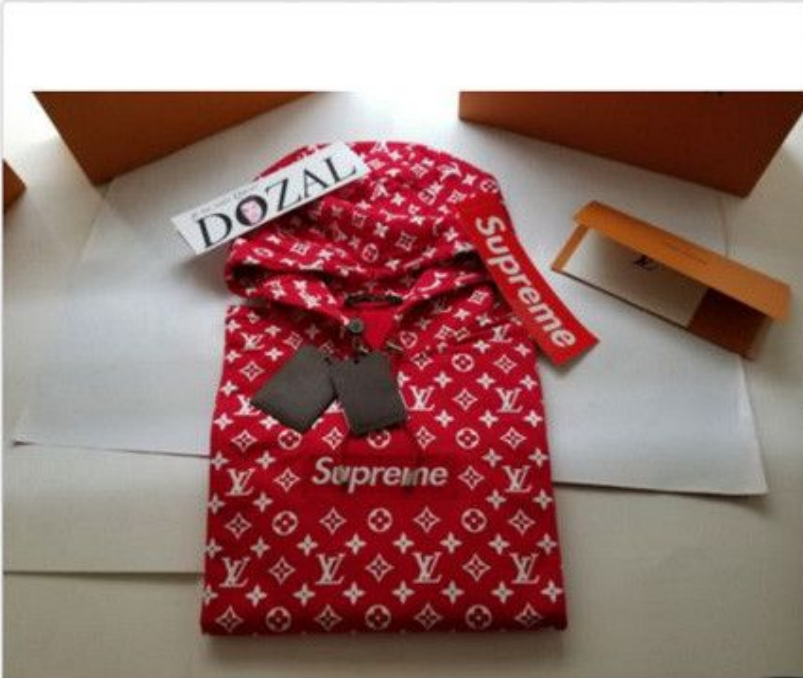
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