

;;; "green revolution" sing the theme CSR

;;; vice president of China Environmental Protection Industry Association CROSS representative associations, to the Olympic sports awarded the "Chinese" Green Star "Product Excellence Enterprise" certificate, which is the Olympic sports after 2009 was awarded the "Green Star" certification in the field of corporate environmental gained another award.

;;; In recent years, the Olympic in the development and use of environmentally friendly materials, green design, the whole enterprise of the whole process of environmental protection and other areas made a positive exploration. 2009 have been designed in a variety of environmentally friendly products, NBA star Shane Battier and □□□□ ? ? Dikembe Mutombo was wearing boots in the exclusive green star game April 6, 2009 in campaign appearances, advocate green movement, environmental protection first, fad green trend whirlwind.

;;; Industry analysts believe that this may be the sports industry "green revolution" strong signal - and the fact that environmental trends and concepts in the industry already undercurrent crest, brewing for a long time "Perhaps the time to the outbreak of" the source said. Indeed, so that consumers wearing more healthy and comfortable products, as much as possible to reduce damage to the environment, to take up a harmonious and win-win, sustainable responsibility for scientific development.

Counselors' Office of the State Council Research Fellow, China and China Private Economy Research Association consultant, China Private Enterprises Association, Bao Yujun

;;; As a Chinese private enterprise in practicing social responsibility leader, has already entered the Olympic stage and ideas imported from the concept stage to the responsibility to preach practice stage. Efforts to care for the development of the general staff, more companies CSR into the warmth. A comfortable living environment for employees, a variety of leisure and cultural life, staff training and incentives, humane management, etc. are all revealed the underlying causes employees ownership attitudes.

;;; Counselors' Office of the State Council Research Fellow, China and China Private Economy Research Association consultant, China Private Enterprises Association, Bao Yujun said: "The practice of social responsibility and charitable contributions is not the same ., not just write a check only Olympic advocates a wise practice and social responsibility concept of sustainable development - such as for National Youth Olympic basketball proposed development plan, the Olympic staff to provide comprehensive professional development plan for Supply chain and auto proposed environmental requirements, and provide training and other Olympic Business School, reflects a deliberate Olympic practicing social responsibility when. "
[Chinese shoes Network - powerful Nike brand observation], without the outside world too much to say, but it is strong where, no how many people can tell.

Just this week, Nike held its annual shareholders' meeting, according to its latest financial results, their revenue growth of 10% in the past year, reaching \$ 30.6 billion, continues to occupy a dominant position in the sports brand market.

Currently, Nike's business has been carried out to 190 countries, from the initial agent to sell Onitsuka Tiger running shoes in the United States, to the full range of sporting goods on the layout, from the predecessor to today's Blue Ribbon Sports giants, from 1000 dollar started to market value over 70 billion US dollars, what is the secret of success is Nike? shareholders meeting gave us some answers.

to see the new Nike signed endorsement of some players, and some are being worked, ST Marine Mann Award (the highest honor on behalf of American college students football players) winner Marcus? Mali Horta (Marcus Mariota), last paragraph a representative of the Tennessee Titans NFL team in the game, and his first game in NFL history on the creation of - became the first debut appearance Half had four touchdown quarterback.

fantastic performance this is obviously for Nike's sales will boost the role, but it is only Nike's "tip of the iceberg." Throughout the entire contract superstar Nike, from the earliest long-distance running champion Steve? Plymouth Fantin (Steve Prefontaine), to Jordan, Andre Agassi, Tiger Woods, Kobe Bryant, Federer, C Luo and so on, almost all areas of the most powerful on Earth athletes, both in the big list of Nike's.

Among these, I must mention Nike and Michael? Jordan's cooperation, not only Nike leapfrogged the United States was the first brand Converse, and AJ (Air Jordan short, designed for the creation of the Jordan brand) later Nike and Jordan brings a lot of money income, become the company's mainstay. According to CBS Sports reported that only in the last year, AJ Jordan would bring more than 100 million US dollars in revenue.

good endorsement must have a good product to match. Launched two years ago Flyknit shoes have achieved good sales performance, lightweight, simple, such as skin-like fit feeling, by the athlete's favorite. According to Deutsche Bank research report, this shoe is made of high-tech knitting technology to "weaving" on the part of the shoe, rather than simply get a few pieces stitched together, the designer will design the program so long as the input to the computer, the machine will Auto get out with a line handlebar shoes, such techniques, there is no doubt for suppliers sense "revolution" in nature.

Technically, Nike has been at the forefront of sports brand, they launched the first air-cushioned shoes in 1979, not only can diverge sweat, as well as cushioning effect, reducing the impact on the knee. This allows Nike fame, and later introduced a new technology called Shox cushioning, the favorite of consumers.

In the US market, although SKECHERS than Adidas became the second largest supplier of sports shoes, but compared to the big brother of Nike, they can only fight to keep the second position. We can see from the table below, in the field of sports shoes, Nike controls 62 percent of the US market share, while Skechers, Adidas and Asics together, it was only 14% share.

According to Morgan Stanley research report, sportswear and footwear in the next five years will still be very strong growth, do the

same momentum, Nike still will dominate the annual sales of \$ 28 billion market.

Thus, the development of new technology, the introduction of a good product, signing potential players, Nike's three money weapon. It should be noted that in this year's Nike four Grand Slam men's tennis did not get a championship (with Uniqlo signed Djokovic won three Grand Slam, Yonex Wawrinka then scored another); in basketball, Curry led the UA are force to catch up, while UA early win potential star Jordan Sipi Si, or help them gain success in the golf market;? old rival Adidas Manchester United last year and signed sponsorship price contract (10 years 750 million pounds) after this year is "to keep the" base camp, and the German football team signed a ? 1 billion 10-year sponsorship deal.

In short, Nike followed a group of tigers of the division, they are playing catch-up, waiting for the opportunity to go beyond. Nike, the only way to strengthen these money weapon, in order to maintain a dominant position.

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China lead to Nike earnings growth

three years ago Nike headache Chinese market, which has become a favorable factor to promote business growth. Recently, Nike released the first quarter results of fiscal year 2016, sales rose by 5%. Among them, the Chinese market has become Nike's earnings growth promoting favorable factors, sales rose 30 percent from a year earlier.

reported a fiscal 2016 first quarter, compared with Nike's sales edged up 5 percent from a year earlier to \$ 8.41 billion. Compared to the same period last year 15 percent growth has slowed down. Among them, the Chinese market sales surge 30 percent to \$ 890 million, orders also increased by 22 percent, becoming the fastest growing region. However, a decline in Western Europe market performance, experienced a sharp increase of 32% over the same period of the previous fiscal years, this fiscal-year sales fell 4 percent from a year earlier to \$ 1.64 billion, but still the second largest market for Nike.

2013 fiscal year, Nike all sales regions, only China's performance in the downturn. Over the same period, up 15% Adidas in the Chinese market. In the second quarter of fiscal 2014, Nike performance in the Chinese market began to pick up. In addition to accelerating plus open factory stores, etc. to clear inventory, the Nike women by promoting market development, strengthening marketing activities, but also for promoting growth in the China factor. In recent years, Nike opens female market, the development of nike + exercise club, customized training programs for women, and opened the world's second woman experience stores in China. In addition, Nike night run by organized activities to allow more people to join the movement tide. (Chinese shoes Network - the most authoritative and most professional Footwear News)

;;; ; [Chinese shoes Network - Brand Dynamics] prior to movement detached fashion brands, Adidas, Puma and other sports brands have tried to move closer to the fashion. But they gradually found in the product cycle, the sports brand to fight, but twice a week the new fashion brand Zara, H & amp; M and the like; in product design, their fashion sense of smell may not be as professional fashion brands. Therefore, these have to fashion sports brand, and finally only embarrassed return movement.

When

However, when the recent sports consumer market continued hot, sports fashion is becoming a hot trend, sports brand and reflect their hesitation side. Indeed, while the Puma, Adidas and other brands from the fashion regression sports sports, but they do not mean giving up fashion sport. After all, over the years it is difficult to locate and the audience crowd suddenly disassociate themselves.

The latest example is Adidas is to "fast fashion" approach. Recently, Adidas, global business leader Glenn? Bennett (Glenn Bennett) in an interview with Reuters, said the company is preparing to dramatically shorten product cycles, do "fast fashion" on the part of the product categories.

"sporting goods industry, almost no one brand can be 'fast'. If we could have done a little more quickly in the product cycle, will occupy a great competitive advantage in the industry." Glen? Tony Nate said so.

has been due to the sporting goods prefer technical design, Nike, Adidas and other sports brands a longer period. With Adidas, for example, in its traditional business model, and a professional product from the initial design to the final shelves, the average product cycle time up to 18 months, the shortest also need to 1 year. Of course, the stringent technical design makes the product more professional sports, this is not a bad thing.

But Adidas think they can do it faster and better under the premise of ensuring product technology. As early as the end of March, President of adidas North America, Mark? Kim said the company will urge manufacturers' efficiency, consider shortening product cycles to six months.

After two months, Glenn? Bennett not only to speed up the product cycle, highlighting the "fashion" of words on the basis of the property is still movement. The most well-known "fast fashion" is nothing more than H & amp; M and Zara and other clothing brands, they respected the season chasing the trend, new to the store very quickly. Such as Zara, the brand's product cycle is about two weeks, the transformation frequency window display more reached twice a week.

Previous experience has taught Adidas, it is almost impossible to catch up on Zara's speed, so the German brand chose a relatively insurance six months period. But it still needs a lot of adjustments to make Adidas the production process.

In this regard, Glenn? Bennett said that because Adidas clothing manufacturers have been all over the world to accelerate the delivery process for each of the consumer market will be relatively easy. However, the footwear manufacturer mainly in Europe and America, the Asian market will face no small difficulty.

Adidas chose a step by step. Shorten product cycle plan, the company will first sports series NEO as attempts. Glenn? Bennett expressed, NEO products in favor of sports fashion and leisure life, more suitable for "fast fashion" concept. They plan to increase the firm's automated production processes, the final period of the series will be shortened to 45 days or so.

Previously, NEO Series has introduced a casual sneakers Groove, due to color and colorful, this product is very popular. At that time, Adidas rapid response, immediate speed up the production process in response to the huge market demand, so that the seasonal sneakers won three times more than expected earnings. This allows Adidas convinced that with a little investment in the production process, NEO series of seasonal fashion products can greatly increase profits.

"You can imagine, if the sales speeds up to three times or more, and seasonal products do not discount, we are at full price, which may increase the tens of millions of dollars in sales." Glen? Bennett He said. In addition, NEO sports fashion series has always been the main revenue Adidas, the brand have confidence in its product design and fashion sense of smell.

So, Glenn? Bennett boasted, in the "fast fashion" strategy, NEO Series 2015 sales target is to reach \$ 1 billion. "To achieve this

intensity, ultimately lightweight tough, detonated speed, break the routine. It is because of their plasticity Flyknit only help Kobe 9 Elite weave a variety of styles, and thus stand in the forefront of science and technology; and inventive in terms of design, the perfect blend of various elements of nature itself. . For the first time Flyknit technology in basketball shoes, this pair of shoes, Bryant said: "KOBE 9 Elite reflect my passion for basketball, Flyknit bold colors and unique technology inspired me to fight, I will pitch invincible. "As the final chapter after Kobe Prelude Pack, KOBE 9 Elite upcoming second layer of skin with Kobe Bryant with the station's mission and on the court. This first pair of Kobe 9 Elite "Masterpiece master work" are thus open.

Through the above description is not Nike Kobe 4 generations 5 generations 6 generations 7 generations, eight generations, nine generations have a certain understanding of it, in fact, by understanding the performance of the shoes, we at the election when purchased but also according to their motion characteristics choose your Nike Kobe shoes. (Media Partner: Annie Shoes ; Luoman Qi shoes)

Related news

[Chinese shoes Network - News] Chinese sports star Liu Xiang out of the race for 08 Olympic events, sparking numerous repercussions on the Chinese Internet, postings alleged "Liu Xiang out of the race and all are in the plan", reproduced below:

original title:! Liu Xiang NIKE's message from the truth

see the network decided to retire after the game, Liu Xiang immediately exploded, there are various versions of suspicion. Although probably not the time, but as NIKE China marketing headquarters insider, I decided to expose some may never have a dirty little secret !!!

Liu Xiang won the Olympic gold medal since, in particular, to break the world record of 12.88, commercial activity is more frequent. Our company, VISA, Amway, etc., advertisement, announcement, there will be no activities have been broken. His coach Sun Haiping, this is actually very dissatisfied, Liu Xiang's economy has repeatedly protested, saying that talking about a very serious negative impact on Liu Xiang, by when one is not on hold. In the face of huge economic interests, Liu Xiang's economic team did not compromise people engage in sports for an old man. So we saw Liu Xiang attend one after another business activity, appeared one after another ad

In fact, back in early 2008, Liu Xiang, the results have been far below its multi-year crown of the time, the state also deteriorated. Many times he had only some sporadic training gap in commercial activities, can not be said that the practice of the system. He was the hope of economic man team in the last three-month period (before the Olympics) at the start of closed training, with Liu Xiang's ability should be able to get back the state. At this point we actually have seen the amazing performances Cuban teenager Luo Busi, Sun Haiping, this can only shake his head, because as a coach, he was the team throughout the economy no say. At a time when Liu Xiang has no economic interest in the huge reception head, he chose to accept. In fact, this is also to be understood that many Chinese athletes so hard, the most fundamental is the temptation of the huge economic interests fame after. He also believes they have the ability to catch 小平 was already flourishing in the last few months.

then never expected, due to the long neglect of training, physical function have been unable to meet demand, Liu Xiang large amount of competition, the direct consequence is that we later saw Liu Xiang in the United States Grand Prix "accidental" injuries. The Sun Liu two fight is actually quite large, because it upset all the arrangements after Liu Xiang. Commercial activities when the contract has been signed there is no way to dodge, and in time he should be fully recovered from his wounds still no way to do go all out and had to continue filming ads, the announcement. Original resting time are sacrificed, let alone trained.

Here we must mention the negative effects of Liu Xiang's sponsors which played. In fact, foreigners and Chinese people, eyes and time is very short-sighted. They also have had to complete the index. You know that after Liu Xiang injured continue to let the announcement will directly affect the performance of Liu Xiang in OY, but the pressure of money to let them (of course, including our company) are still lined with Liu Xiang's schedule. In fact we have no choice, high-level look at the US headquarters is not the star of the injury, they only care about their own sales and numbers. As Chinese people, although not bear, but in order to protect jobs, we can only follow suit. Even if we do not, others will do it.

It was not until the Olympic Games begin, Liu Xiang's team found him injured is good, but his status has been far less than the requirements of the Olympic medals. As a sponsor (where we NIKE as the most important, because the seat sports company, the greatest impact). We will be in big games before communication with the star athlete, athletes are expected to see in the race results, we plan to develop (the year before we Liu Xiang won the gold medal on its signing OY is benefited this policy) for subsequent renewal. But when we learned that Liu's status will definitely miss the gold medal, and this message is reported to the US headquarters, executives had a rude awakening, the same day video conference Liu Xiang's economic team. Because if Liu Xiang can not defend (even medal), his value certainly has shrunk dramatically, with Liu before we will have a huge endorsement fees may not get anything in return. Contract is a contract, we can not breach of contract, our company can only find a solution to minimize losses.

The initial plan is to reduce Liu Xiang's endorsement fees, the proposal was immediately rejected Liu Xiang team, because they are holding the contract, they do not want to compromise. After about a couple of weeks of stalemate, both sides refused to budge. Meanwhile there are news reports about Liu Xiang state recovery, in fact, we know that this is Liu Xiang team strategy because they have a lot of media including government contacts, Liu Xiang had a lot of revenue will fall Sports General Administration, these reports is not difficult I understand. For many years the company to enter China, which we are all too familiar. We can not ignore. break the deadlock appeared in a US headquarters boss made a terrible plan: to injury reasons to retire. The reason is: one can keep Liu Xiang's face, two as a sponsor, we would not have too much damage, because athletes are unpredictable because of injuries withdraw from the competition, it will greatly reduce the failure to medal in the minds of consumers It produced no identity, even if the subsequent recovery in the medal status, we can have more publicity points.

This scenario seems to be everyone's affirmation, and soon the two sides reached a consensus, and we see the beginning of the subsequent news director. Including pre-match reports, including the timing of retirements and other

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