

Nike toward the goal in fiscal year 2017 revenues of 36 billion towards the process, the Nike brand is expected to be the most important contributor to incremental growth.

Nike Brand President Trevor Edwards said: "The Nike brand is expected to 2017 fiscal year will bring nearly \$ 10 billion in incremental revenue, our clothing, women sports goods and e-commerce business will provide support revenue growth over the past three. years, the Nike brand increased by nearly 40 percent, we will continue to focus on products and services, stimulate the imagination of consumers, to help athletes full play to their potential, to achieve the company innovation and development. "

## Nike brand - geographical opportunities

The company also updated its 2017 fiscal year, Nike brand subregional long-term growth plans. In the developed regions (North America, Western Europe and Japan), Nike is now expected next four years (fiscal 2014 to fiscal 2017) average annual growth will reach a high single-digit level, higher than the previous forecast of mid-single-digit growth levels The goal. The company expects 2017 fiscal year, revenues in North America and Western Europe will reach more than \$ 14 billion and \$ 6 billion respectively. In the developing regions (Greater China, Central and Eastern Europe and emerging markets), the company said it expects the next four years (fiscal 2014 to fiscal year 2017) the average annual growth rate of low double-digit levels. The company expects fiscal 2014 to fiscal year 2017 the average annual growth rate of its emerging market regions of moderate double-digit levels, Greater return to growth, with an average annual growth rate of low double-digit levels.

## Nike - directly to consumers

The company provides an overview of its role in promoting business growth of direct-to-consumer (DTC) program. Because of its mall stores, factory outlets and momentum online sales business, the company is now forecast earlier than originally planned for nearly a year to reach 2015 fiscal year revenue target of Nike brand DTC (\$ 5 billion). The company also announced the end of fiscal 2017 DTC Nike brand revenues more than 8 billion US dollars plan. The next four years, is expected to DTC incremental revenue growth will be mainly composed of e-commerce sales (forecast to increase to \$ 2 billion), new store expansion and factory outlets and shopping malls stores same-store sales continued to grow driven.

## Converse

The company also discussed plans Converse, the brand will be the development is expected to moderate double-digit average annual growth rate to the end of fiscal 2017 revenues of \$ 3 billion US dollars. The next four years, the company expects Chuck Taylor franchise business will grow steadily, Converse other brands, new clothing, and direct-to-consumer business to direct distribution of additional market transformation will usher in faster growth rate.

## Nike - long-term financial goals

Chief Financial Officer Don Blair reviewing the company's performance during long-term financial model, emphasizing the ability of the company in the changing market environment continues to create a coherent outcome, he said: "We are focused on driving sustainable, profitable of long-term growth and increase the return on capital. We expect to create a lot of cash, and invest in compelling consumer experience, business and industry-leading innovation and body shops and upscale shopping online to drive revenue growth, as bring increasing cash returns to shareholders. "

The company announced 2017 main financial goals:

? The average annual revenue growth of high single-digit levels

?

? earnings per share growth rate of return on capital is maintained at moderate double-digit levels (average annual growth rate) twenty percent about five levels

? inventory days shorten 5-10 days

? Free cash flow growth for the low double-digit levels (average annual growth rate)

? Capital expenditures for the year of income 3-4%

? Adoption of the dividend growth and continuing share buybacks, raise the level of cash return on shareholders'

## Other speakers and replay

Other speakers include top Nike: global, regional and Sales Director Elliott Hill; Global Taxonomy, vice president and general manager Jayme Martin; product display and president of merchandising Jeanne Jackson; Christiana Shi, president of direct-to-consumer and COO Eric Sprunk.

About NIKE, Inc.

NIKE, Inc. based near Beaverton, Oregon, is a designer, marketer and distributor of authentic athletic footwear, apparel, sports equipment and sports accessories world's leading companies, and its products are widely used in a range of sports and fitness activities. A wholly owned subsidiary of Nike include: design, marketing and distribution of fashion sports shoes, sportswear and sports accessories Converse Inc. (Converse Inc.); as well as design, marketing and distribution of surf and youth lifestyle footwear, apparel and accessories Hurley International LLC. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partner: Apparel Network ; global fashion brand network.)

;; ; [Chinese shoes Network - brand observation], "unhappy is defeated", with the slogan of the new Adidas soccer shoes to declare their desire for speed. However, in the Chinese market, the sports brand giant front advocating speed to performance inflection point.

Recently, Adidas released 2013 financial results, the Group's global sales revenue decreased by 3% during the period to 14.492 billion euros (122.605 billion yuan), if calculated according to the exchange rate unchanged conditions, the Group's sales revenue increased by only 3%. The most promising businesses in Greater China fell from double digits to the number of units, increased by only 7 percent, marking the lowest in nearly three years.

In the retail downturn pressure, state Adidas weak growth performance of growing, with the rise of the local sports brand and Nike (Development site information) rapid attack, Adidas can run fast?  
weak growth performance

had been the rapid growth of Adidas or will become history.

Recently, Adidas released 2013 results, the Group's sales revenue in Western Europe decreased by 6% in Greater China sales growth of 7%, this figure is actually lower than management had initially expected.

"Our strong performance in the fourth quarter of 2013 New Year on a successful close. Constant exchange rate basis, sales rose 12 percent, far exceeding our expectations," Adidas Group CEO Hector Bert? Haina (Herbert Hainer) commented, "Only in the fourth quarter, the negative impact of currency exchange rates led to the loss of our sales revenue by 9 percentage points."

March 13, the adidas Group to accept the "China Times" reporter, said, Adidas has continued to grow in China, the country has opened more new stores, and to consolidate its leadership position, the company still We see the growth of health and sustainability. While the Adidas Group to maintain a more optimistic attitude, but the fact that the performance of weak growth in China had to pay attention.

According to Adidas results, 2012 and 2011, an increase of Adidas sales in China were up 15 percent and 23 percent, far higher than the 2013 Greater China revenue grew 7%.

The reason for the weak growth performance of Adidas, Beijing Road Sports Consulting Ltd. crucial CEO Zhang believes that on the one hand is affected by ZARA, Uniqlo fast fashion brand influence, on the other hand is in the four-tier cities suffered a native brand of strong blocking.

Recently, the reporter visited the market, found that just when the local sports brand in the domestic promotion of a slight fever, Adidas and other international big discount fighting still going on, some of the sales staff said the new products is played 5-9 fold range of concessions. The process of visiting reporters also found that for FMCG Adidas stock, the current products have been more than 3-7% off promotion in supermarkets.

Nike Adidas also began sniping. According to the survey results of the market research firm Euromonitor International (Euromonitor) released, in 2012, Nike's share of the Western European market was 12.4%, accounted for 13.2 percent of Adidas. Nike's total sales in Western Europe half of fiscal year 2014 rose 11% on Adidas in the third quarter fell by 6%.

An industry source told reporters on condition of anonymity, as the battle between the warming sports brand Adidas is increasing its efforts to optimize its retail strategy to occupy a favorable position in the battle for market share. Adidas Nike in the European market is pressing harder and harder, falling into the latter part of the market share of the hands.

How fast?

the entire sports industry, professional category of products is already saturated, Adidas master of fast fashion breakthrough.

As early as 2011, China's first outdoor specialty stores Adidas officially arrived in Harbin. According to statistics, Adidas outdoor shop in northern China has more than 30. They are turning to brand its influence, to develop this new field - outdoor market.

Last year in May, Adidas Again, it has been from the H & M dug some talent and other fast fashion brand ZARA, hope I can get faster. This is also the Adidas from professional sports products to start fast fashion.

High Skyline was director of Adidas Group Greater China general manager also said that Adidas sports fashion can bring to the driving force of growth.

However, the fact is not the case, along with the growing trend of weak retail, Adidas to create fast fashion resistance is also growing, originally released 2012 annual performance data in early 2013, the Adidas also predicted that 2013 group sales We will remain moderate single-digit growth. However, earnings from the recently released data, this prediction seems to have more distance away.

Adidas can really like fast fashion brands like really fast together? It is understood that the turnover of fast fashion brand merchandise is generally 20 days, the movement of goods is 40-50 days, or even longer. From H & M and other fast fashion brand ZARA poaching, which means Adidas hopes to make product updates faster. However, as a sports brand asset-light, in order to save labor and other costs, Adidas last year closed the only one affiliated factory in China.

In this regard, a number of industry analysis for reporters, the pursuit of product design and shelves speed, can drive faster sport fashion merchandise sold in the Chinese market. But after China in order to save costs will only transfer Direct factory will obviously slow down the speed of Adidas. Only from this point of view, Adidas move was "at the expense of time in exchange for the cost of commodity price advantage," and seek "fast" contrary to the original intention.

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key road sports consulting firm founder Zhang said that China "light sport" consumer market is large, there is a huge demand in the market background, Adidas and other sports brands of fashion transformation will become more apparent. However, this change was seen as one of the causes brand homogeneity, high inventories. In Zhang it seems, as a sports brand, products must be functional on the professional "tenable", and then to the fashion aspect of interpretation in order to be recognized by consumers.

(Chinese shoes Network - the most authoritative and most professional shoe News Media Partner: shoes famous network of global fashion network ; shoe.)

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;; ; [Chinese shoes Network - brand observation] next year, Brazil's World Cup team for a showdown on the countries on the pitch. Nike and Adidas, will also start competing.

To become the next round of world sports brand hegemony, competing in all aspects can not be ignored.

Nike is currently in the global sports market accounted for 14.6% of the market share, while Adidas accounted for only 11.4% of the share. Nike and Adidas brand in Europe and gradually narrow the distance. According to Euromonitor's data, 2012 Adidas sporting goods market in Western Europe accounted for 13.2% of the country, and Nike only 12.4%.

German sporting goods retailer Sport2000 leader Hans said, "Adi undoubtedly exert all efforts to regain lost ground, and Nike are not content with the current results. Therefore, it is difficult to assess how about next year's situation. "

Adidas has more than 40 years with its unique three parallel lines logo used in the clothing and shoes of the glorious football tradition, but it also has very good partners to respond to future challenges: Adidas by investing in German soccer Bayern Munich 9% of funds with the team to establish a good relationship; in addition, it is the world's football governing body FIFA World Cup design official uniforms.

Adidas football prediction to 2014 sales to reach 2 billion euros, and the entire group to achieve sales target of 17 billion euros in 2015.

Nike in 1994 only to enter the football market. But in a short period of time, the brand has to and including Manchester, England, including several influential football clubs to establish cooperative relations.

unique swoosh and a hook-shaped logo of Nike and not as a separate sport category predicted sales target like Adidas, but prophecy Group sales in 2015 to reach \$ 30 billion. This also shows that they have confidence through the next year's World Cup grand plans to continue to expand the brand influence, defeating local German company Adidas.

Nike 2013 first quarter (ended August 31) Sales in Europe rose by 8 percentage points. At the same time, Adidas sales in Europe fell by 7 percentage points.

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