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Corporate Social Responsibility: Case Study of Nike, Inc.

Michael Watford

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Corporate Social Responsibility: Case Study of Nike, Inc. Michael Watford
Essay from the year 2013 in the subject Business economics - Operations Research, grade: A, Stanford University, language: English, comment: That is a well analysed concept. , abstract: Nike Inc. was founded in 1964 by Bill and Phil as Blue Ribbon Sports. It is headquartered in Oregon, United States and operates on a global scale. The company is traded on NYSE and operates in apparel industry. Its segment markets include athletic footwear and apparel, sports equipment's, and recreational products. With control of over 60% of the business Nike has become a pop culture and at the same time involved in corporate social responsibilities. Increase in market resulted to be marked as the advertisement of the year in 2003 while in 2004 its annual revenues exceeded $ 13 billion. Nike's acquisitions include Starter and Umbro (NIKE, INC., 2013). Its subsidiaries include Hurley International and Converse Inc. with over 44,000 employees it made a revenue of US$ 24.128 billion and a net income of US$ 2.223 billion in the fiscal year 2012. In 2 fiscal year 2009 Nike reported a revenue of US$ 19.2 billion. Nike has offices are located over 45 countries. Nike sells products in over 180 countries. Nike Portfolio include top competitive brands which include: NIKE brand (accessories, footwear, apparel, and equipment); Cole Haan (designs, distributes and markets handbags, luxury shoes, outwear and footwear); Converse (athletic footwear, apparel and accessories); Hurley International LLC (action sports and youth lifestyle footwear, apparel and accessories); Umbro; Nike Golf; and Jordan brand providing similar products (Carbasho, 2010).

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