



Nico Fabian Kaczmarczyk
Final Exam - Nike
Written Proposal

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Students are about to make a big decision that will have a major impact on their lives. After graduation, the big professional life is just around the corner and students start to apply for a wide variety of jobs. So do I, due to my sporting situation and love for football, I have been dealing with the company "Nike" for a long time and completed an internship there some time ago.

Nike is a sports company that operates worldwide and equips the best athletes in the world, making it the most successful company in the world in the sports industry alongside Adidas.

Afterwards you will learn something about this company and get to know my previous experiences with the company in detail.

Introduction

Through previous experience and already using Nike products for many years, I can proudly say that this company is excellent if you want to enter professional life after you have finished your studies, as Nike offers you many opportunities to develop and the working atmosphere is always pleasant and beautiful.

Purpose and Scope

The reason for this report is that I believe that Nike is the ideal client for young people who are just starting their careers and want to work in a pleasant working environment. In addition, Nike is also a good choice for internships to start small and get an idea of what working life could look like there.

Nike also provides excellent information online that best describes working life, activities and more. I can also claim to have worked for Nike myself and say that I would offer this to students at Alliance University.

In order to further support my statement, I have informed myself further and collected my information in order to explain and justify to you why Nike is an ideal entry into the professional world for young people. In the following report you will learn more about it and also my experiences will be explained.

Assumption

This report is only for students who are interested in combining their work with sports-related products, it doesn't matter which direction you study, because Nike offers jobs in almost every industry, both sales and production, in the design or in the background, such as in accounting or in lawsuits with the lawyers.

Nike offers a wide range of jobs that can be associated with any degree. The later opportunities for advancement at Nike are also very good, since the company is constantly expanding and additional locations have to be occupied, which require new employees in various fields.

Methods

The information gathered for this report comes from any source, however, it is specifically focused on Nike itself, with the help of Nike's official website, where you can find almost everything you need. In addition, I met with some of my former work colleagues on the phone to ask them for their opinion on certain topics. And finally, I can also apply my own experience.

Limitations

According to current employees, whom I got to know at the time of my internship and who were finally interviewed, everything is only confirmed that is also found online about the working conditions. Nike is a good employer who attaches great importance to how the employees are doing, how they work and that they are happy at their job. This is tried with many means and works in most cases, but of course you can't please everyone, because there are always things that don't suit one person as well as another. However, Nike is in close and constant contact with the employees and always tries to improve the working environment and make it pleasant.

In addition, it is remarkable that Nike also relies on the young generation, because they always try to be modern, which is why young people, especially students who are only doing an internship, are involved in everyday life and asked for their opinion, since they ultimately also have the Determine trends and is Nike's largest target group.

Background



Nike is a widely recognized multinational company which specializes in producing, designing and vending athletic gear, products and equipment. The company was founded in 1964 when Bill Bowerman and Phil Knight launched „Blue Ribbon Sports“, which is the original name. In 1971 the corporation underwent a rebranding process and adopted the name „Nike“, which is inspired by the Greek god of victory. With a track record of supporting renowned athletes and sports teams, Nike has developed into one of the world's leading suppliers of athletic footwear and apparel. Nevertheless the company has faced various disputes, such as allegations regarding labor practices and marketing tactics.

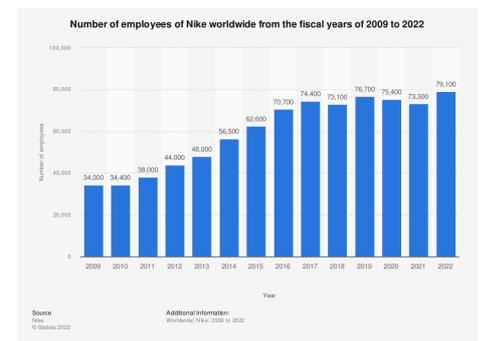
Topics of Investigation

What Training is available to new employees?

When you first join Nike, you begin with a program that introduces you to Nike ideals, cultures, values and expectations. In addition, you are also trained on how to best deal with employees and what you have to consider to ensure that everyone is safe at work and that everyone adheres to company guidelines.

Finally, Nike also offers further training, which should help you to continue your education and take advantage of opportunities for advancement. This should strengthen the development of leaders and the skills of the individual employees should be tested and assigned accordingly, so that they can exploit their full potential without losing the fun.

In addition, Nike also pays great attention to the environment and sustainability, which employees are also trained to do. Thus, Nike offers a wide range of training programs for the individual employees, which also vary in the industries. It is important that employees can develop and use their full potential without losing the fun at work.



How soon is the average entry-level person promoted?

Nike attaches great importance to the development of their employees by providing numerous training courses. Thus, the chance to be promoted is very good if you show the corresponding achievements and interest in it.

Many of Nike's leaders today started in small entry-level positions and eventually worked their way up. This shows the chances are very good and Nike is definitely interested, because they want to constantly improve and are therefore looking for people who want to develop themselves and want to contribute to the company.

How much travel and weekend work are expected?

This is difficult to say at Nike if you want to say this in general, as it depends on the work area. However, one can say that Nike places a lot of emphasis on employee satisfaction and, as an employer, allows a relatively large amount of vacation time. In addition, there is always the option to work online at Nike, which allows you to go on vacation and work from there if you can still be reached via laptop and mobile phone.

Is there a „busy season“ or is the workload consistent year around?

At Nike, this depends entirely on the work area, because not every area of responsibility acts in the same way, but in general it can be said that there is always something more to do when a new season is pending or new products come onto the market.

However, one has to repeat here that this depends entirely on the work area, since an accountant, for example, has to work constantly. Design often goes into overdrive at the beginning of the season as they have to design new products for the next season. It's very busy in production when it's just before the new season.

So each task has a certain time when it is a bit more stressful, but this depends very specifically on the area where you work.

What fringe benefits are offered?

Nike attaches great importance to how well it gives its employees, which is why they try to give them as many advantages as possible so that they don't have to deal with a lot of stress at work or at home, which in my opinion is a very good thing for Nike employer makes.

For example, the benefits that Nike offers include health and wellness benefits such as medical, dental, and eye care plans and wellness programs and fitness centers that are close to

where you work. Healthy meals and resources are also offered to enable a healthy work-life balance.

In addition, Nike also offers financial benefits, which include shares or employee discounts on Nike products.

As mentioned before, great attention is also paid to the work-life balance, which is why Nike offers flexible working arrangements, paid time off and parental leave and, finally, offers opportunities for further development through training courses.

However, these factors do not affect every employee and also vary depending on the job level and the location of the company.

What is the corporate culture?

Nike has a distinct and rigorous corporate culture to be respected by every employee who demands innovation, creativity and excellence. In addition, the company is known for having a high level of commitment to development and marketing and at the same time paying attention to sustainability.

The Nike company is also known for the slogan "To bring inspiration and innovation to every athlete in the world", which they pursue with determination.

In summary, Nikes corporate culture is strictly dynamic, innovative and focused on excellence.

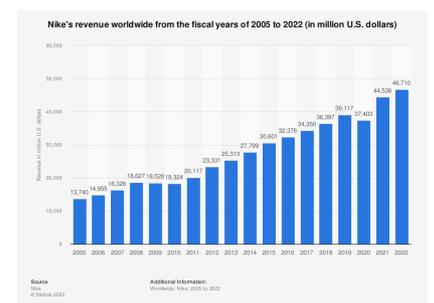
Is the climate nonracist and nonsexist?

Nike always focuses on a good working atmosphere and on the involvement of all employees, with no differentiation being made between women and men, black and white, small and large. Humans are all the same! This is very important to the Nike company. Strict attention is paid to this and abuse of this rule will be dealt with as quickly as possible with a suspension/termination.

How strong is the company economically?

Nike is one of the largest companies in the world with a market capitalization of around \$200 billion as of April 2023 and a consistent income of around over \$40 billion annually.

Nike continues to only show strong numbers, which indicate that the company is economically very strong and will remain so



over the coming decades, as their numbers are steadily increasing.

Conclusion and Recommendation

Students look for companies and jobs that look interesting and where they have opportunities for advancement and are well paid. Nike offers young people exactly that! The company always pays attention to the satisfaction of the employees, acts with their employees and offers them a clean and good working atmosphere in which they can feel comfortable. In addition, employees can expect many advantages and good opportunities to develop further and advance in their profession and become a manager and thus also work their way up financially.

In summary, I have to say that my research, the interviews and my previous experience all lead to the fact that Nike is a good employer to enter the working world or to do an internship to get a taste of professional life!

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