

NIKEiD: Profile

Company Background

Nike Inc. is headquartered in Beaverton, Oregon, and was cofounded by legendary Olympic track coach Bill Bowerman and University of Oregon runner Phil Knight. The origin of Nike began with Blue Ribbon Sports—a company created by Bowerman and Knight in 1964 to provide athletes with optimally designed shoes that gave them a competitive advantage. In 1971 Blue Ribbon Sports began to brand itself with the concept of Nike, the Greek goddess of victory, and in 1972 Nike was launched as the company we know today. It went public in 1980.¹ Since then, Nike has grown from a U.S.-based footwear distributor into a global producer of athletic footwear, apparel, and equipment that employs nearly 1 million people in over 160 countries.²

Nike strives to bring creative, value-added products to athletes. To founder Bill Bowerman, “athlete” is a widely inclusive term. His famous statement proclaimed: “If you have a body, you’re an athlete.”³ Ultimately, athletes/customers inspire Nike products. Thus, in addition to the goals stated in its general mission on its Web site, Nike also pledges the following in its Customer Service Mission:

To represent the highest service standard within and beyond our industry, building loyal consumer relationships around the world.⁴

NIKEiD

Nike took a giant stride toward establishing stronger ties with its customers when it launched NIKEiD in 1999. NIKEiD was a program on Nike’s Web site that allowed customers to design the style of their Nike shoes by selecting various combinations of fabric, color, and lettering. At about the same time, competitors Adidas and Vans began to offer similar services.⁵ Nike also introduced NIKEiD.Studio, an in-store version of the NIKEiD Web site.