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Global Sourcing Nike



Introduction

Nike, a leading sportswear and footwear producing company has been a trailblazer in using global sourcing for operations.

The paper focuses specifically on the following issues of such an international supply chain: how Nike confronted them and how the company works with supplies from different countries.



Global Sourcing

This is because outsourcing the production of Nike products means that the company can acquire its products at cheaper prices but of quality. On through its operation of outsourcing its products through suppliers who are found in the developing countries Nike has been able to enjoy cheap production.



Technology Integration

Use of advanced technologies ensures that the supply chain is made more effective and efficient with lesser cycle times to be met.



Conclusion

Nike case gives a vivid insight of the challenges that accrue with global sourcing and how strategic management can be used to address such challenges. Therefore, Nike gives other global brands a lead in balancing cost, ethics, and sustainability.



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