




Due Feb 28, 11:59 PM

Corporation Project

100 points 



Mindy Pierce Feb 27

Choose a company and complete the attached assignment. Make sure you choose a publicly traded company. If you work with a partner or group make sure all names are on the assignment.



Corporation Project Guided ...
Google Docs

Class comments

Corporation Project

Group Member Names:

Corporation:

1) What year was your corporation founded?

2) Who is the founder?

3) How did the corporation start?

4) Timeline of major events for your company.

5) Name 5 interesting facts about your company.

1.

2.

3.

4.

5.

6) Where is your corporation headquartered?

7) What is the corporation's mission statement?

8) What is the corporation's vision statement?

9) What does your corporation do to be socially responsible?

10) What information has been in the news recently about your company?

11) What products does your company produce?

12) Who is your corporation's competition?

- 13) What stock exchange is your corporation sold on?
- 14) What is the current price of the stock?
- 15) Who is on the board of directors? (Identify names and roles)
- 16) What product or service is the corporation's major source of income?
- 17) How much does their leading product cost?
- 18) Does the corporation have any subsidiaries? What are they?
- 19) Where are the corporation's products/services sold?

Corporation Project-- Aubrey Eaton and Janice Soares

Group Member Names:

Corporation: Nike

Part 1:

1) What year was your corporation founded?

1964

2) Who is the founder?

Bill Bowerman

3) How did the corporation start?

It was originally Blue Ribbon sports, a sportswear company. The founder and one of his students opened their first retail outlet in 1966 and launched the Nike shoe brand.

4) Create a timeline of major events for your company.

- 1964-founded**
- 1966-opened their first retail store**
- 1978-renamed Nike Inc., went public**
- 1980s-expanded and diversified the product line**
- 2000s-present-teamed up with many celebrities to endorse their product**

5) Name 5 interesting facts about your company.

- 1. It was originally headquartered in Oregon**
- 2. EARLY NIKE PROTOTYPES WERE MADE FROM FISH AND KANGAROO**
- 3. The company was formed from a college assignment**
- 4. The swoosh logo cost them \$35**
- 5. A waffle iron inspired the classic shoe**

6) Where is your corporation headquartered?

Beaverton, Oregon

7) What is the corporation's mission statement?
"To bring inspiration and innovation to every athlete in the world"

8) What is the corporation's vision statement?
to bring inspiration and innovation to every athlete in the world

9) What does your corporation do to be socially responsible?

**demonstrate transparency, when it published a complete list of its contract factories.
In the same year, it also published its first version of a CSR report -- detailing
pay scales and working conditions in its factories and admitting continued
problems**

10) What information has been in the news recently about your company?

Nike releases new shoes that can be untied using Siri

11) What products does your company produce?

shoes, gym clothes, socks, headbands, bags, etc.

12) Who is your corporation's competition?

Steve Madden, Under Armour, Adidas, Reebok, Puma, Skechers, Allbirds, New Balance, Rothy's, FILA and ASICS

13) What stock exchange is your corporation sold on?
New York Stock Exchange

14) What is the current price of the stock?
88.55

15) Who is on the board of directors? (Identify names and roles)

- Mark G. Parker Executive Chairman.
- John J. Donahoe President, Chief Executive Officer & Director.
- Eric D. Sprunk Chief Operating Officer.
- Andrew Campion Chief Financial Officer & Executive Vice President.

16) What product or service is the corporation's major source of income?

sports equipment/shoes

17) How much does their leading product cost?

Nike Golf, Nike Pro, Nike+, Air Jordan, Nike Blazers, Air Force 1, Nike Dunk, Air Max, Foamposite, Nike Skateboarding, Nike CR7
avg. price: 190

18) Does the corporation have any subsidiaries? What are they?

converse, hurley

19) Where are the corporation's products/services sold?

online, in stores



Files

Turned in on Feb 28, 8:36 AM



Janice Soares/Aub...



Grade

100/100



Private comments



Mindy Pierce

Mar 2, 1:52 PM

Great job on this! Nike was a terrific example to choose for this.



Add private comment...