Nike Case Study Discussion

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           Today, the feature of globalization is recognized as one essential corporate decision to ensure a better position in the potential market. Undoubtedly, it is one critical and complex decision for the manager to decide when it is a feasible time for the business organization to enter into the global market by considering all forms of opportunities and hazards. On the other hand, it is also significant to adopt the most suitable strategic model to achieve the desired outcomes from the approach of globalization (Bretos & Marcuello, 2017). Detailed analysis of the potential global market is the first to step to make better inferences about the feasibility of entering new business market.

           Consideration of the relevant factors in the form of protection or opportunity for globalization is one critical aspect to ensure the success of the business in the long run. Comprehensive understanding of the particular case study of Nike in the context of globalization reveals that the phenomenon of globalization is a combination of both opportunities and risks. The success of the company in the international market depends on the adoption of a flexible and balanced corporate approach. The business organization needs to discover different low-cost procedures of production to ensure the success in case of attempt of entering into different global markets (Locke, 2003). Additionally, the success of globalization is not possible without the involvement of the most appropriate strategic model. This form of consideration is critical to identify the specific areas of prevention and progress in case of the international business market. The particular strategic model developed by Jucevicius can be used as the theoretical framework to determine the suitability of the approach of globalization for the organization. This specific strategic model focused to critically assess the opportunities and challenges prevails in the external environment (Vaitkevičius, 2006).

           To conclude the discussion about the aspect of globalization in case of the business organization, it is essential to mention that there is need of thorough evaluation of the global business market to identify the potential of competition. Consideration of all business opportunities and risks eventually helps management to make realistic decisions about the approach of globalization.

**References**

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