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pollution caused throughout its supply chain.Nike is being pressured to address its environmental impact and resource depletion. As scrutiny of its sustainability strategies grows, the 'Move to Zero' campaign has been launched to target zero carbon emissions and waste. Investment is being made in sustainable materials, such as recycled polyester and Flyleather. Logistics are being made more energy-efficient, though global progress is hindered by major challenges. In some areas, constant adaptation is required by stricter environmental regulations. Consequently, increased oversight and more compliance measures are being demanded from Nike.

#### *3.1.6. Legal Factors*

International laws regarding labor, safety, and intellectual property are required to be followed by Nike. Following a history of legal challenges involving overseas labor rights, varying regulations across all operating countries must be navigated. These can impact its supply chain and reputation. However, the brand and designs are protected by legal action, for example, lawsuits are filed against Skechers for copying Nike's trademarks and designs.

## 3.2. Porter's Five Forces

Porter's framework is used to provide a comprehensive analysis of the competitive dynamics and potential for profitability in which Nike operates. Nike's challenges and opportunities are better understood through the lens of new entrants, the bargaining power of suppliers and buyers, competitive rivalry, and substitute products. Strategic decisions are influenced by clearly identified external forces, and sources of competitive advantage are more effectively highlighted. Furthermore, the way long-term positioning is impacted by market shifts, consumer choices, and supply chain conditions is carefully examined. The complexity of the industry landscape is better illustrated, enabling a more informed evaluation of Nike's future strategic options. (Porter, 2008).

### *3.2.1. Threat of New Entrants- Moderate*

The threat posed by new entrants to the athletic footwear industry is considered moderate for a market leader like Nike. Brand loyalty and recognition have been cultivated by the brand, resulting in customers not being easily attracted by new companies. Extensive marketing and promotion are required to build trust and recognition. In high capital requirements, significant financial resources are needed for global scale operations, including R&D for innovative products, massive ad campaigns, and establishing an international supply chain. Nike benefits economies of scale in manufacturing, sourcing, and distribution, allowing products to be made at a lower unit cost than a new, smaller competitor could achieve. The most profitable and popular distribution channels, such as specialty athletic stores and prime retail space, are often locked up or ruled by major brands, limiting a new entrant's market access. New designs and technologies are protected by patents and trademarks, meaning substantial investment must be made by new players to develop genuinely unique, non-fringing products.