Operational Plans
Nike Inc.

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A clear definition of the CEO’s responsibilities is the primary task when beginning the planning process. As in many businesses large and small there is a clear arrangement of their organizational structure. In the case of a large company as Nike which has an ever growing amount of functions, the best possible organizational structures are the Product Structure, Geographical Structure or Matrix Structure. Due to the important functionality of Nike’s geographical and product areas, the absolute best structure is the Matrix Structure. (See Attached)

Now that the organizational structure is established, we now know the functional areas of which the CEO is responsible for. As the CEO, I will assess and study each of the functionalities and the necessary upper level departments within the Nike Corporation which include Human Resources, Marketing and Manufacturing. Since each department has a geographical focus I will also be researching the similarities and differences of each regional department. Once my research is complete I will assure the appropriate structures are being operated.

There are two large influences of my management objectives for Nike Inc.. First I plan for all operations to be performed with both the environment and the less fortunate in mind. Nike Inc. already supports good causes with their various promotions and donations, such as the $4 Million to Hurricane Katrina Relief back in 2005 (Corporate Social Responsibility News). Though, I will put our global assets to even greater use to help the environment and the people in the environment. This way of operating will heavily involve the Manufacturing and the Global Departments.

The second influence I plan to embed in the large corporation is what I call the “Giving Back” strategy. This applies to both the buyers and the employees of the company. Due to economic downfall corporations all over are suffering, except those who truly benefit the customer. This focus will be concentrated toward the Marketing Department most of all, though, will also have a large impact on the Human Resources Department as well, regarding the “Giving Back” to our employees. These innovations will turn around the negative-view of corporations in our favor as well as help the world we live in through different ways.

To begin, I will explore the possibilities and plans for one of the key functional areas of Nike, Human Resources. In the Recruiting fields of Nike Inc. we will use new tactics such as using research companies to hire all types of workers. I have recently learned about successful companies whose mission is to supply corporations with employees that Nike may not normally
find to fill the job, though these individuals are fit for the responsibilities. This recruiting tactic and partnership will improve employment among a wider range which is a help to society and bring more opportunity. Not to mention, when working with these companies Nike will receive significant tax deductions for being a part of this research/hiring method. Within the Training field of Nike Inc. we will train our employees in more diverse and useful ways, such as training them about how to be environmentally friendly at all times, not just during work hours. Next I will work with the Compensation department to increase compensation by creating ways of compensating lower levels of employment with very low cost, like a letter of appreciation showing that Nike cares. We will also innovate different and more helpful ways, that will benefit communities all over, by giving compensation to our employees for traveling to places like Africa or Louisiana. We will also work with universities all over to give college credit for traveling to help these areas while working in a department of their major. This will keep our employees happy and productive and will result in a positive look at our corporation.

Next I will work with the Marketing Department to upgrade their ways to best relate with the current events of the world. In Sales we will begin to use a very economically friendly pricing strategy and package which will greatly benefit out customers. The Sales field of Nike will be better trained on ways to seek more efficient forms of operation, such as using various technology acquisitioning to decrease cost of production (products or services). There are infinite new forms of technology that create the use of less paper (meaning less cost for supplies) and the sales department will be able to seek those ways, even if it means some short term cost for training each sales representative. Next, I will turn to the Research field and will temporarily have one main focus of research that is directed toward finding areas and market segments in need and how we as a corporation can help them (such as college or non-college students the traveling for credits compensation idea). For Advertising we will stress the use of eco and environmentally favorable influences within our advertisements. We will be up front with current events by saying such advertisement pitches as “Does your doctor suggest an increase of activity and your having a hard time being motivated…” or “We understand how the world is running [economically] today and Nike would like to give back to you for making us what we are today…” This is where the Promotions come into play. One such promo for the first sales
pitch is “Nike has teamed up with your local gym to provide a week long training class to educate you on…” The new promos use economically friendly product packages and deals to give more to our customers during this, hopefully short term, economic decrease. As a large band of exposure availability, Nike not only has an upper hand on creating a positive appearance, but also has the ability to spread opportunity and understanding for all individuals.

Lastly I will turn to the Manufacturing Department to better adjust productivity and efficiency. The Purchasing and Operations team will network with our sales team. Their short-term goal will be to seek long term ways that are top-of-the-line in efficiency and cost benefit. Nike has $12,442.7 Million assets in 2008, and though this may seam like a lot to be worrying about small cost cutters, imagine the impact if our Manufacturing Department sought a few better ways to produce.

Overall, Nike Inc. has had an enormous impact on the world we live in and if we take advantage of its familiarity, finances and credibility, Nike Inc. can perhaps be the corporation with the greatest positivity throughout the global scope. By keeping it real with the world, especially in marketing, because the average person views over 80 advertisements a day, Nike Inc. can reach out to everyone benefiting both Nike and the customers and people that work for us. The business world has seamed to have lost the concept of giving and assisting customers. As long as we are able, Nike Inc. can bring back more than an increase in the economy. We can be known as a helping hand and do indeed have the power to make the world a better place.
Sources:

