**NIKE: DELIVERING INNOVATION AND INSPIRATION**

Your case analysis is to contain the following sections:

Format:

* Provide a general description of the case (Mention case facts or important aspects in the case
* Specify problem areas
* Mention the main problem of the case
* Provide solutions for the problems identified and questions mentioned at the end of the case
* Mention various marketing principles related to the case study
* Use marketing principles in your solutions
* . Recommendations

Write a 2- to 3-page case analysis. Include section headers in your case analysis. Cite resources as appropriate to support your findings.