



Global Marketing Plan

Nike Gym

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Executive Summary

Introduction and major aspects of global marketing plan



In the world of Nike, victory is everything, where the dream of success and winning always push them forward to be one of the most powerful brand names in the world of sports, economy, and business making their dream come true.

Although the market of sport shoes opened after world war one, Nike proofed with its powerful concepts and strategies that there is no finish line for achievement and there is no limit for running the planet.

Since Nike began as a local running shoes company in 1972 in Oregon , it was surrounded by challenges to win the competition in the shoe market where Addidas and Reebok where already professional players in that game and it was the time for Nike to change the game and make its image consistent in all world markets.

Therefore Nike employed its balanced steps in order to be original and stay the best taking in consideration business concepts, culture, environmental targets, benefit tracks and traffic arguments. Nike employed the outsourcing strategy by transferring its products abroad to separate independent companies in all the parts of the world. With this strategy Nike wasn't only enabled to globalize its products, but it also supported its manufacturing movement from Oregon to lower cost countries with low paid workers and to defeat local shoe markets by taking in consideration the business environment, culture and economy of these countries. And with this, it was offered the opportunity to gain competitive advantage.

The power of training shoes brand identity lies in the potency of their emotional appeal. Accordingly, Nike, influenced and captivated people by it famous ubiquitous swoosh logo that is still until now its memorable brand catch line, including the positive vague messages – Just do it / Change the game - which are much related to life within their various meanings. Nike didn't stop here, it employed popular stars in sports – Michel Jordan - to advertise for its products to impress people and influence them that their products are the ulterior motive behind personal and sport achievement .And so demonstrate that it is the best advertising slogan in the world.

Executive Summary

Introduction and major aspects of global marketing plan



With the improvement of technology, Nike amended over time and was fast to cooperate within it, to change regularly its designs, styles, in order to achieve a unique fashion status around the world .The revision enables Nike to continue to grow and stay fresh as a brand and add more profit with its smart combination of innovation and marketing. However these weren't the only ways and reasons to attract people.

The Design of the product also plays a role in its popularity and fame. That's why the design of the training shoes is acknowledged for being crucial to Nike's commercial success. As a result, the design of training shoe is done under many aspects considering technology aspects, foot ware concepts, athletic cultures and fashion styles. Despite the fact that Nike is a sport foot ware, it has to respond to fashion trends, styles, designs and modes, especially after it added more wares to its production including bags, cloths, and glasses in addition to trainers.

The financial success of marketing is affected by the way in which they are marketed to the customers .That's why Nike is very selective in how they distribute their products in a way where each model is advertised in a different time to take its own fame and fashionableness. Although Nike is selective in its distribution, its prices are examined in a way where they are lower than other companies and in another way where mostly everyone can afford it and renew it when the new brand comes. Commitment is an important concept in business and life , and this what Nike did when it improved its relation with the employee in a way where nothing but qualified and good products would be produced in return , trying by this action to make a big bond that effects their cooperation .

Nike is not a typical cooperation; it operated its efforts internally according to specific rules and regulations with business models in order to cultivate demographic and sport market niches carefully to develop their business. And by the time Nike developed its status, as being the biggest company in the world, it developed its business to be an idea transferred through generations where the dream comes true by just doing it.



Executive Summary

Introduction and major aspects of global marketing plan

Our goal is to take the brand Nike and launch a service that would bring an experience to its customers in a new way-our goal is to launch a Nike gym.

We believe that Nike has build its reputation for being an athletic brand and it can be easily associated with the idea of exercising and staying fit and healthy, which seems to be a significant interest for many people in the 21st century. It seems that people all around the world want to be healthy and fit; the initiative of sports seems to be universal.

Countries in which the Gym is to be open:

North America - Florida, Miami

South America - Brazil

Russia - Moscow city

Middle East - Dubai





Product Overview

Description of new product

Nike gym is a full working gym that would specialize in the latest technological gym equipment giving the Nike customer a chance to experience outstanding results when exercising.

Furthermore, the Nike gym would offer many different interesting athletic classes, such as dancing, baseball, football and tennis, depending on the market set, and have an inside Nike store making it more accessible for the customer to be connected with the brand.

Features

- Fully equipped gym
- Fully equipped studio with hard wood floors for classes
- Olympic size swimming pool
- On site Nike store
- The Powerhouse of Gymnasiums house
- the most extensive range of fitness equipment





Situation Analysis

Brief evaluation of the environment

The sports business is a dynamic and growing industry in the U.S., Europe, Asia Pacific and elsewhere. In addition to major sporting leagues and teams, related sectors include sporting goods manufacturing, sports apparel, sporting events broadcasting and retailing. In addition, sports and the athletes who play in sports by their nature attract companies interested in endorsements, advertising, merchandising and marketing opportunities.

People around the world have been connected with the world of sport; whether it'd be tennis, soccer, or basketball-people tend to be influenced by the world of sports.

Nike Gym would be a major stop for many people that want to be fit, athletic and healthy. It is a great opportunity for Nike to expand its customer database to a new level; not only existing customers who shop at Nike would be interested in becoming a Nike gym member (because of the brand name-customer loyalty factor), but also gain new customers by offering new service that goes hand in hand with the existing brand strategy of selling athletic products.

There're no other athletic brand that has a gym as their product offering; therefore, Nike would be the only one of its kind to offer such a product/service. The direct competitor vary upon the market; however, it is noted that out of 4 targeted markets, Brazil has the least amount of gyms or fitness facilities, followed by Miami. Dubai and Moscow are more competitive markets that are filled with different sorts of fitness facilities

Swot Analysis



Strengths	Weaknesses	Opportunities	Threats
<p>Global Brand</p> <p>Nike is a well known global brand that has been around for more then 10 years</p> <p>The Nike logo is very recognizable among all different age groups and ethnic backgrounds</p>	<p>athletic shoe sales will slow down over the next few years, as noted by industry analysts</p>	<p>Reach out to new customer/expand the customer database (the product and service go hand in hand)</p> <p>Making the customer more brand loyal</p>	<p>Competition</p> <p>US</p> <p>---fitness 24/7</p> <p>---Bally's</p> <p>Russia</p> <p>---Wild Fitness Club</p> <p>Brazil</p> <p>---Curves</p> <p>Dubai</p> <p>---Abu Dhabi Health and Fitness center</p> <p>---Rochester Welsness</p> <p>---Al Jazira</p>
<p>Brand Image as an athletic kind</p>	<p>Symbol for labor exploitation</p>	<p>Build a stronger brand image</p>	<p>Staying up to date with the latest technology and sport events</p>
<p>Customer awareness</p>	<p>Reputation for social irresponsibility</p>	<p>Nike can be part of the Wellness and Spas Middle East in Dubai, where they offer over 200 exhibitors</p>	<p>poor distribution</p>
<p>Easy access to market database</p>	<p>femist groups noted that women are disregarded in Nike ads</p>	<p>increase the company revenue</p>	<p>high consumer cost</p>
<p>The global health and fitness market is very positive</p>	<p>not yet familiar with the fitness industry; thus Nike has to undergo the complete process of / service product development, which is expensive and time consuming</p>	<p>gain customer awareness among women</p>	<p>failing at the service and product proposal</p>

Market opportunities



The global health and fitness market is very positive. In the many different markets in the global Diagonal Reports Health and Fitness Club study the 10% growth rates that were typical in 2001 are expected to continue. The sector can at least double current market penetration rates. For example, from 3% of the population in most of Europe and Asia to the 10% level in the USA.

Growth strategies

The reports identify how different segments of the club market and different strategies increase sales and profitability. For example, the profit strategy in the 'entrance club' segment is based on maintaining high volumes of new members and low costs. Membership periods are short in 'entrance clubs' due to their limited facilities, equipment and also service levels. For example, it is not uncommon for members to have to queue to use equipment.

The multi-purpose centres

At the other end of the club market outlets are multi-purpose centres where members can engage in wide variety of activities. They can include exercising, swimming, playing sports, using relaxation areas, eating and drinking, visiting a hair, beauty or spa salon, using a creche or laundry, availing of dietary and medical advice, and socializing.

Clean and odor free

No matter what type of club they choose consumers are more demanding than ever. Clean, odorless (of sweat) facilities are essential. Japanese consumers are among the most exacting in the world. Their top complaints, about 'hairs in bathrooms' and 'dirty lockers,' are echoed in many other markets.

Changing consumer profiles

The reports identify changes in consumer profiles and market-specific consumer niches. Globally, clubs no longer draw solely on their traditional, but limited, consumer base – young, male body builders. Potential members now include the far larger numbers who aspire to 'fitness' because they are aware of the long-term health benefits of exercise, along with the even larger number of people who simply want to relax.

Market Potential assessment



Analysts believe that athletic shoe sales will slow down over the next few years. The slowdown will come with the change in consumer trends. For instance, the younger market is beginning to buy more casual shoes and work boots. Another reason for the slowdown is that people are buying more medium priced athletic shoes and not going for the high price brand name shoes. As a result, this is bringing Nike a lot more competition to surpass.

In order for Nike to remain on top of the athletic shoe industry they must establish an exceptional global strategy. If Nike penetrates the global market successfully than this will give the company an overall competitive advantage.

Major threats:

Activist groups and student organizations have made Nike a symbol of labor exploitation. These groups blame Nike for poor conditions in its third world factories, under-paying workers, employing children, and ignoring the basic rights of its workers. Nike is often in conflict with labor unions; most recently, Nike bucked heads with a factory workers' union in Mexico. Accordingly, the public associates Nike with sweatshop labor and accuses it of sidestepping human rights in order to secure the greatest profit.

Advertising:

Nike spent over \$1 billion on advertising, sports marketing, and promotional spending in 1999, and, although popular, some of its advertising strategies were considered controversial, according to an article titled "Channel Conflict." Feminist groups accusing Nike of degrading women have attacked Nike commercials that stress winning above everything else and show women submissively. Although the majority of Nike's commercials are cutting edge and creative, those very commercials can be weaknesses in Nike's reputation.

It would be very wise for Nike to address women in their marketing campaigns; the plan is to address women and try to create a connection with them.

Consumer Cost:

Nike has been accused of outrageously marking-up prices on many of its products to cover the costs of advertising and sponsoring. The public feels that Nike overcharges its consumers and should lower prices. According to an article from the Graduate School of Business at Stanford University, a shoe whose net factory price is \$24.71 is sold retail by Nike for \$100.

Market Potential assessment



Solutions

The purpose of Nike Gym would be to meet actual and potential customer needs, doing this the ethical and legal way; therefore, increasing customer awareness and changing its reputation from “a social irresponsible brand” to a social responsible one.

The baby boomer generation is becoming more health conscious and living much more active lifestyles. Along with Generation X's interest in living a healthy life. Also, there is more women playing sports than ever, which means more shoes to buy. The more sports these kids and young adults play throughout their life the more accessories and equipment they will need to compete. Nike Gym would give customers the feeling of self-confidence and the advantage over the competition.

For the marketing strategy to be successful Nike must follow the main principal of marketing, which is identifying and meeting actual and potential customer needs, however, to follow this principal the next principals listed must be followed:

- Understanding customer needs,
- Understand and keep ahead of the competition,
- Communicate effectively with its customers to satisfy customer expectations
- Coordinate its functions to achieve marketing aims
- Be aware of constraints on marketing activities.

To understand customer's needs, Nike must be aware of their customer's changes in tastes and preferences, the business will have to keep up to date with what customers want.



Geographic Markets

North America - Florida, Miami Beach

The City of Miami Beach encompasses 7.1 square miles of land and 10 miles of water. City Boundaries extend from Government Cut to the south, 87th St. to the north, Biscayne Bay to the west and the Atlantic Ocean to the east.

Miami Beach is divided into three sections:

---South Beach (1st St. to 17th St.)

---Middle Beach (17th St. to 41st St.)

---North Beach (41st St. to 87th St.)

The extended board walk runs from 5th St. to 46th St. on the beach. Total water frontage is 63.26 miles. The average ocean water temperature is 74 degrees.

Quick Facts

- Population: 87,933
- Number of Hotels: 187
- Number of Hotel Rooms: 20,300
- Average Temperature: 82.6 degrees in July, 67.2 degrees in January
- Average Annual Rainfall: 55.92 inches
- Average Annual Snowfall: Zero
- Elevation: 10 feet above Sea Level
- Local Personal Income Tax: Zero
- State Personal Income Tax: Zero
- State Corporate Income Tax: 5.5%
- Sales Tax: State of Florida-6.0%, Miami-Dade County-1.0%

Miami Beach has the 26th highest population density in the United States, and the 2nd highest housing density, following New York City. The population rank increases to 3rd or 4th during the winter, when the majority of vacant second and third homes and/or condos are occupied. According to sales reported to the Florida Department of Revenue, Miami Beach had the highest spending density in the State in 2001: \$315 Million per square mile in consumer spending.

Geographic Markets

North America - Florida, Miami Beach



Demographics

Male	Race
51.23%	
Female	White
48.77%	40.89%
	Black or African American
10 to 14 years	4.03%
3.66%	
	American Indian and Alaska Native
15 to 19 years	0.23%
3.8%	
	Asian
20 to 24 years	1.37%
6.26%	
	Hispanic or Latino(of any race)
25 to 34 years	53.45%
20.92%	
	Mexican
35 to 44 years	1.35%
17.27%	
	Puerto Rican
45 to 54 years	4.09%
12.38%	
	Cuban
55 to 59 years	20.51%
4.68%	
	Other Hispanic or Latino
60 to 64 years	27.05%
4.25%	

Median Age 39

Household Income

- The average household income is estimated to be \$44,472 for the current year, while the average household income for the United States is estimated to be \$64,816 for the same time frame City of Miami

The average household income in this area is projected to increase 11.4% over the next five years, from \$44,472 to \$49,552

The United States is projected to have a 13.0% increase in average household income

- The current year estimated per capita income for this area is \$17,052 compared to an estimate of \$24,704 for the United States as a whole.

Brazil



Geographic Markets

South America - Brazil, Rio De Janeiro



- Brazilian population as of May 2008 : 186.842.147
- Brazil is the sixth most populated country in the world
- Capital: Brasília
- Largest city: São Paulo
- Population distribution in Brazil is very uneven. The majority of Brazilians live within 300 kilometers of the coast, while the interior in the Amazon Basin is almost empty. Therefore, the densely populated areas are on the coast and the sparsely populated areas are in the interior

Age Statistics

- o 0-14 years: 25.3% (male 24,554,254/female 23,613,027)
- o 15-64 years: 68.4% (male 64,437,140/female 65,523,447)
- o 65 years and over: 6.3% (male 4,880,562/female 7,002,217) (2007 est.)
- Life Expectancy :: total population average: 72.24 years, male: 68.8 years, female: 76.38 years
- Religion: Roman Catholic (nominal) 73.6%, Protestant 15.4%, Spiritualist 1.3%, Bantu 0.3%, other 1.8%, unspecified 0.2%, none 7.4% (2000 census)
- Official Language: Portuguese
 - o The only official language of Brazil. It is spoken by nearly the entire population and is virtually the only language used in schools, newspapers, radio, TV and for all business and administrative purposes
 - o English is also part of the official high school curriculum in most of the Brazilian states, but very few Brazilians are fluent. Spanish is understood to varying degrees by many Brazilians, especially on the borders with Colombia, Peru, Argentina, Paraguay and Uruguay.

Geographic Markets

South America - Brazil, Rio De Janeiro



- **Ethnicity:** Almost all are considered a single “Brazilian” ethnic group, with highly varied racial types and backgrounds, but without clear ethnic sub-divisions. Except 1% are indigenous tribes
 - o By physical type: 53% “white”, usually a Brazilian of full or predominant European ancestry or other ancestry (such as Arab Brazilian)
 - o male: 88.4%
 - o Female: 88.8%

Psychographics

- The people in Brazil love to play soccer because they have the Brazilian Soccer team who has won the FIFA World Cup five times
- They also like to play volleyball, which is the second most popular team in Brazil.
- They drink a lot of coffee
- If they have a job, it's not that exciting but they do keep it because it is very difficult to get a job and especially a well paid one.
- The girls take so much care of them self, All thier nails are perfect
- And they are thin, but not too thin, they are really well shaped
- They wear modern good clothes with a depth cleavage and very short skirts.
- They wear the Brazilian bikini
- They love their daily soap TV
- They love to dance the Forro, Axe, Samba and aare always laughing
- Giving a girl a kiss is just like saying “hello”
- The way these people live surprises everyone with its simplicity, willingness, hope, hospitality and happiness.
- Brazil is the 3rd most country to have plastic surgery totaling with 47,957 . They follow the US and Mexico.
- Many men and women have taken part in plastic surgery , usually a nose job or the famous “Brazilian butt lift”

Dubai - United Arab Emirates



Geographic Markets

Middle East - Dubai



Demographics of Dubai are concerned about the population, language, religion and cultural heritage of Dubai Emirates, the second largest city of UAE. According to the latest survey organized by the Statistical Center of Dubai on their total number of present population, it is found that the is constituted with a total female population around 349,000 and total male population about 1,073,000 that sums up with an overall 1,422,000 Dubai residents.

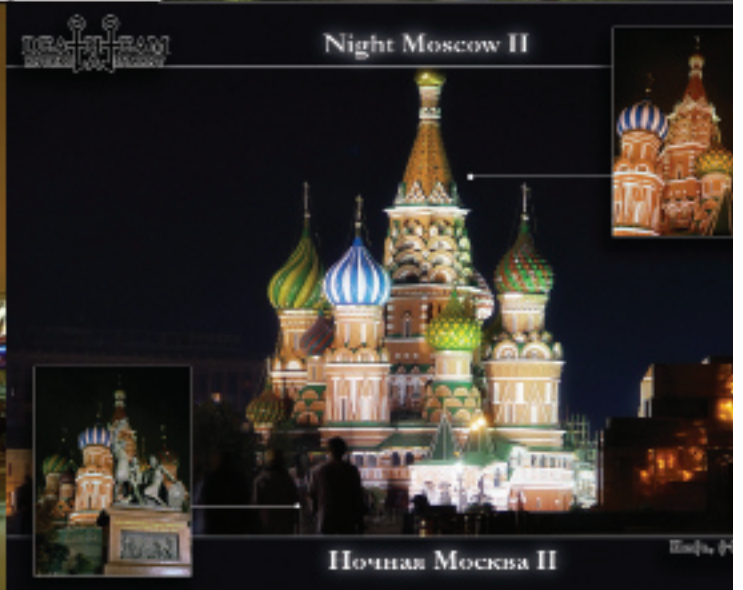
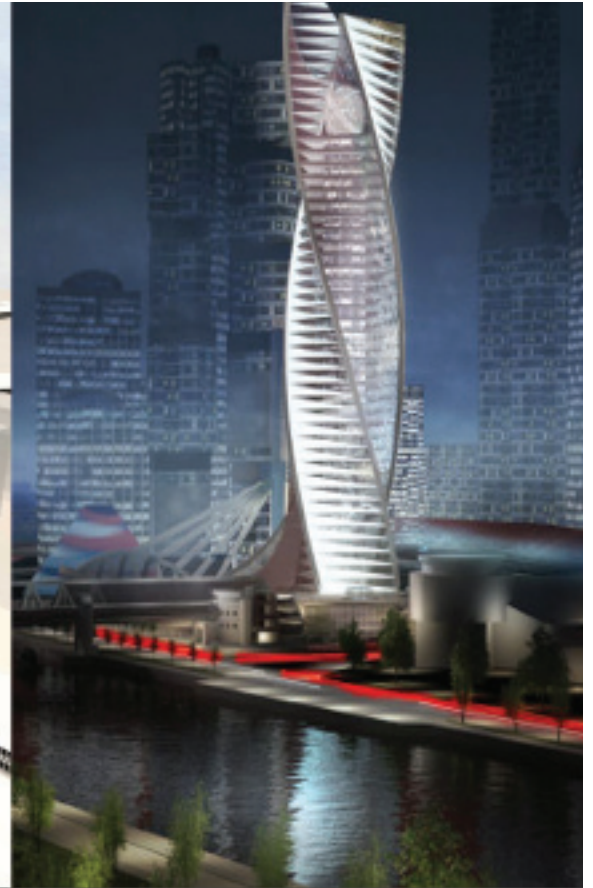
Dubai populations belongs to various nationalities which include Pakistani, Bangladeshi, Indian, Filipino and other Asian communities and near about 3% emigrates of Dubai is originated from western countries.

Demographics of Dubai also comprises of the language variations of the state. In spite of the national language Arabic, in Dubai, many other languages are vigorously spoken for its diverse city culture. Among the maximum spoken languages in Dubai include Hindi, Urdu, Malayalam, Bengali, Tagalog, and English.

The state-religion of Dubai is Islam. Demographics of Dubai Emirates is primarily based on Sunni Muslim Culture who obviously gets major facilities in recruitment and other genre of social and cultural events. There are Dubai Demography is also enriched with other religious communities such as Hindu, Sikh and Christians. Any communities other than Muslims are liable to practice their religious ceremonies at their private homes, or they may appeal to the UAE government to built their respective 'house of worships' in a particular place, provided they belongs to a large group living together in a same residential area.

Showing any disrespect towards Islam is treated as serious punishable offense in Dubai. innumerous mosques in Dubai, of which many are private.

Russia, Moscow



Geographic Markets

Russia - Moscow



Moscow is the capital and the largest city of Russia, and the largest city in Europe, with its metropolitan area ranking among the largest urban areas in the world. Moscow is the country's political, economic, religious, financial, educational and transportation centre.

In 2007 Moscow was named the world's most expensive city for the second year in a row.

It is home to many scientific and educational institutions, as well as numerous sport facilities. It possesses a complex transport system that includes the world's busiest metro system, which is famous for its architecture and artwork.

Moscow possesses a large number of various sport facilities and over 500 Olympic champions lived in the city by 2005. Moscow is home to sixty-three stadiums (besides eight football and eleven athletics manages), of which Luzhniki Stadium is the largest and the 4th biggest in Europe (it hosted the UEFA Cup 1998-99 and UEFA Champions League 2007-08 finals). Forty other sport complexes are located within the city, including twenty-four with artificial ice.

The two most titled multi-sport clubs in the world are Moscow's CSKA Moscow and Dynamo Moscow.

The Russian capital Moscow now boasts more billionaires than any other city in the world, according to a survey by Forbes magazine. According to Forbes magazine Russia now has 60 billionaires.

Russia is flexing its muscles as an international power, after the decade of economic pain and political instability that followed the collapse of the Soviet Union in 1991.

A new political order is in place and the economy has recovered and grown since the collapse, fuelled by income from Russia's vast natural resources, not least in oil and gas. The state-run gas monopoly Gazprom is the world's largest producer and exporter, and supplies a growing share of Europe's needs.



Geographic Markets

Russia - Moscow

demographics

Population

According to the 2002 Census the population of the city was 10,382,754, however, this figure only takes into account legal residents, and not the several million estimated illegal immigrants and guest workers living in the city.

Due to a low birth rate[70] and high mortality rate, the population of Russia has been declining by about 700,000 persons per year since the fall of the Soviet Union. In 2003 the number of deaths exceeded the number of births by approximately 49,400. Whilst the birth rate has risen in more recent years, the average age of Moscow's population continues to increase.

Based upon marketing reports, the population in Moscow consists of young adult ages 25-40 in a percentage of 75% out of the total population.

Nike has great opportunity to launch the Nike Gym in Moscow, as it complements the target market.

The Russians are very open to new ideas and innovative products; therefore making it easier for Nike to focus on targeting the market within Moscow.

Substantial numbers of internal migrants mean that Moscow's population is still increasing, whereas the population of many other Russian cities is in decline. Migrants are attracted by Moscow's strong economy.



Target Market and consumer information

The profile for the Nike customer consists of the following geographic, demographic, and behavior factors:

- Men, Women ages 17-55
- Any race and religion
- annual income 65K and more
- family status: single, couples, married
- health conscious
- sports lovers
- love their bodies and enjoy improving the body image
- literate
- aware of global brands
- industry professionals
- self confident
- indulge in self pleasures
- Has an essential need to always look good (hair, nails, skin, and fashion/clothes)
- Exercising/sports is an ultimate way to stay fit and look the best, along with Saunas, Spas and meditation centers
- Eat healthy food that promotes good mood and positive attitude towards life
- Technology advanced-use Iphone, I tunes, other advanced technologies
- enjoy traveling
- attend sport events

Target Customer Board





Promotion

After Nike's success in the US is inarguable, its intent to focus on the international markets. The company is estimated to generate more than half of its revenue from overseas. Nike's strategies and tactics are to seek on the opportunity to do the marketing on its radical, rebellious and anti-establishment images to the international markets and to benefit from its use of overseas factories to outsource manufacturing processes.

Every promotional piece is designed to be ethno centered; every promotional piece is delivered to its own market.

TV ads during professional and college sports events, prime-time programs, and late-night TV programs. Many or most of the ads would feature professional sports figures that are role models for Nike customers

Primary Communication Vehicles:

Public Relations

press release, media outreach, online and live communications, webinars, seminars

Advertising

print and/or web ads, billboards, television

TV ads during professional and college sports events, prime-time programs, and late-night TV programs. Many or most of the ads would feature professional sports figures that are role models for Nike customers

Sales Promotion

live or online marketing ; email, direct mail, events

Personal Selling

retail sales, direct sales, support, service



Promotional Mix for Miami and Brazil

Product:

Because a large part of Florida State is Metropolitan which includes Miami County, Nike Gym would land its appearance in Miami. People in Miami are very into their looks and care about how they look and feel.

The weather is hot and humid; therefore, pushing the groundas for the population living in Miami to look good as there's a lot of skin showing on every day bases.

Based upon market research, a significant amount (87%) of the population living in Miami are gym attendees. Going to a Nike gym will make them feel as if they are really taking care of themselves because Nike is known for sports.

The classes offered in the Florida location will be catered to the residents so it fits their lifestyle. Since southern Florida is a diverse county in culture, Nike would offer some classes that include various dance classes from different cultures within the area.

The Nike gym in Brazil would adapt to their beliefs and lifestyle. Some of the sports classes that would be featured in the Nike Gym in Brazil would be Capoeira, which is a Brazilian blend of martial art, game and dance.

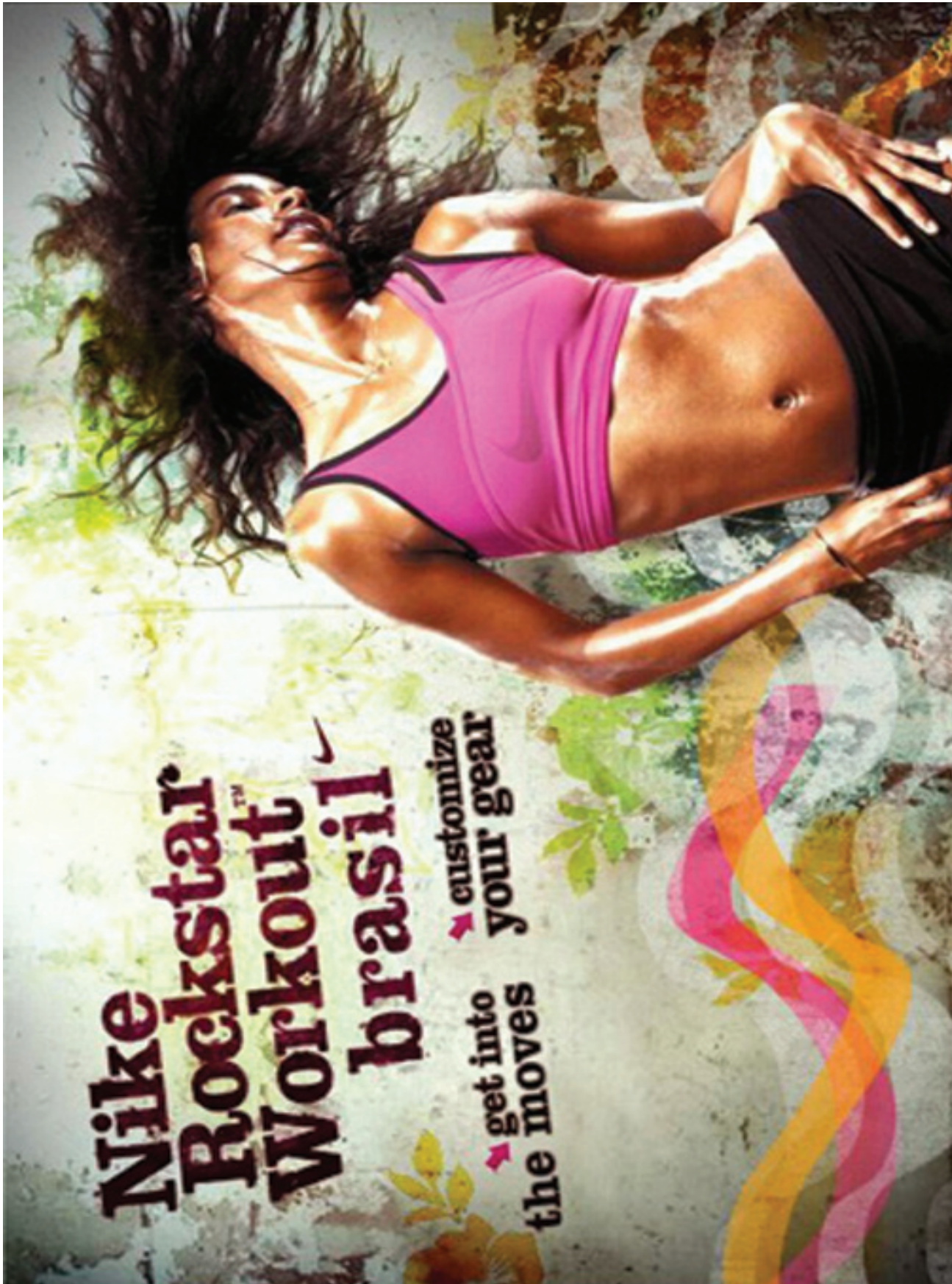
Price:

Southern Florida is more expensive than the rest of Florida; therefore, Nike would have to have competitive prices. We don't want to make it more expensive than the other gyms because people are going to prefer to go to the other gyms, especially with the down economy in the United States.

In Brazil, the Nike Gym would be more of an upscale facility where the prices would be higher than in Miami. There's little to no competition in Brazil; therefore, there's a great opportunity to establish a new market trend for a new needed product of Nike Gym.

The consistency of colors within the marketed region is an important aspect of the marketing plan as it will ensure that the customer's awareness is set to be defined by the use of colors in the promotional mix.

Ad Campaign for Brazil



Ad Campaign for Dubai

**Dubai Women Stand Tall
Be Strong
Live Well
Nike Gym**



**NIKE[®]
Gym**

JUST DO IT.

**Nike Gym
Dubai
Just a Hop, Skip
& a Jump Away**



Ad Campaign for Moscow

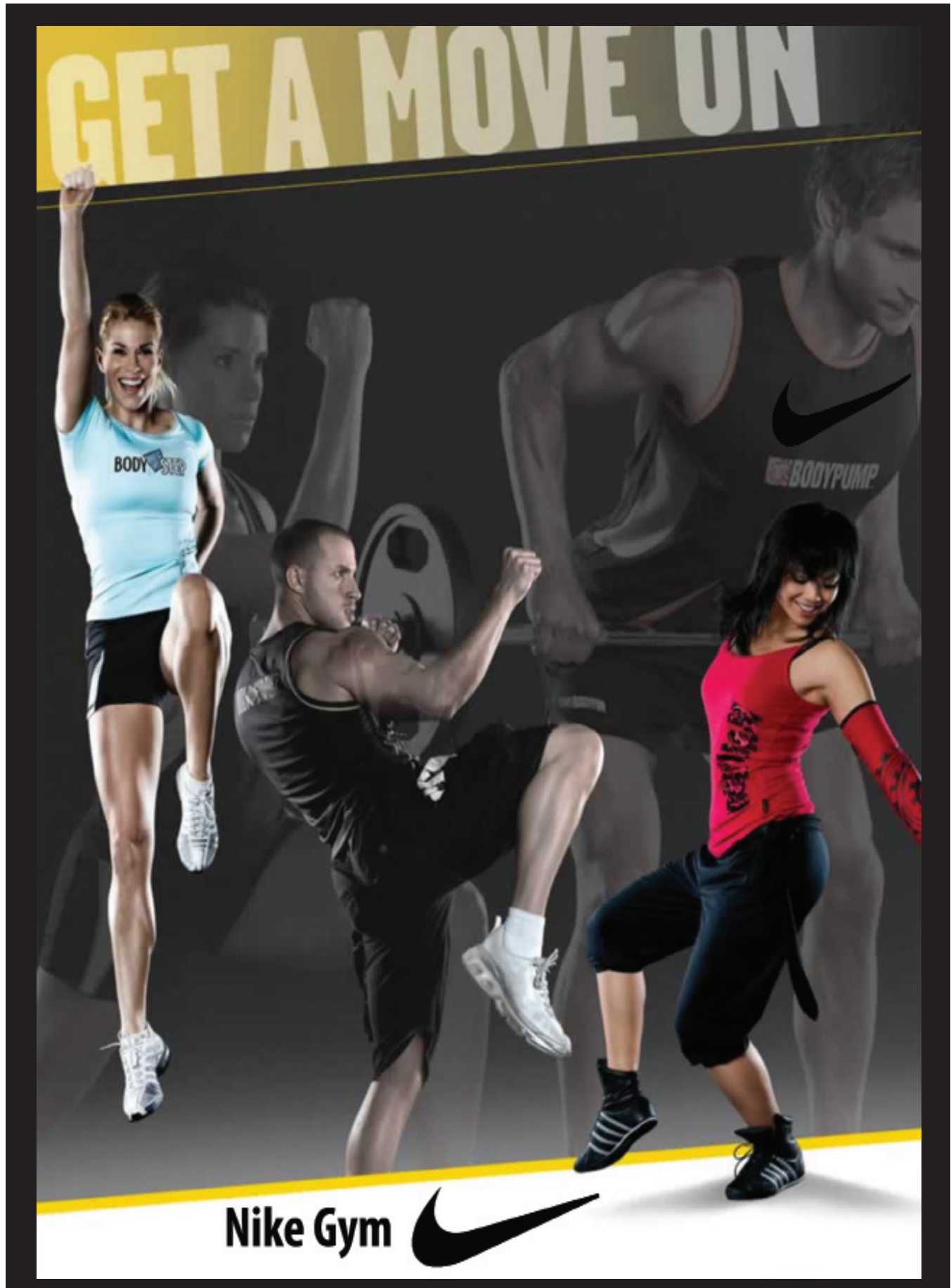


2014



www.nikegym.com

Ad Campaign for Miami



Bill Board Ad Campaign

Featured throughout the cities of targeted markets



Example of a press release for Dubai

Nike Gym Group
June 11, 2008



For Immediate Release

Nike Gym Group
1170 Market Street
San Francisco, Ca 94103
1-800-GYM-NIKE
Local: (415) 420-5673
www.nikegymgroup.com
nikegymgroup@yahoo.com

Nike Gym Comes Together for Event of a Lifetime!
Sponsoring the Dubai Desert Extreme Skate Park!

June 21, 2008 – Dubai, UAE, Middle East

What: Nike is coming together to promote it's new Nike Gym to encourage the well being and active lifestyles of today's strong, determined, inspired individual who knows that working out and taking care of themselves is a key aspect for a healthy, exuberant lifestyle.

Where: Dubai, UAE. We will have a booth set up at the Dubai Desert extreme skate park event. We will be distributing bottled water, pamphlets on Nike Gym as well as a two-week free trial membership to Nike Gym.

When: Saturday, June 21, 2008. The doors open at 10am and goes until 9pm

Who: You the reader! And everyone else who enjoys an intense, active lifestyle and knows how to play hard, play smart and play healthy.

Why: strategizing, informing the public about our new Nike Gym and informing the people of a healthy active lifestyle and how to maintain one.

What: Join the Nike Gym group and other extreme sports participants, travelers and tourists from across the world to celebrate this glorious event and help promote an active lifestyle. The events will include, inline skating, skateboarding and BMX biking.

Come Visit our Booth for Free Stuff!!!

Come support the Dubai Desert Extreme Skate Park and stop by our both to learn more about Nike Gym and a free two-week trial membership at Nike Gym. First 50 people to visit the booth will receive a free Nike Gym t-shirt and Nike Gym water bottle.

Fitness Programs offered



Swimming and Aquatic Exercise Program

(this is used in the promotional pieces for online and hand out brochures)

why do swimming?

- Swimming was the first real physical exercise who played an important part in the lives of people.
- It makes u loose weight
- Swimming is changing your body shape - you can escape your water phobias
- It helps you considerable in treating some injuries -the immune system is increasing - helping to release the stress from the body - gives you self-control
- Maintaining a healthy condition - the body equilibrium is increasing - the body functions are increasing
- "refreshing" your senses -gaining muscle
- Having fun becoming a better person

Nike swimming program offers:

- Swimming private + group lessons for adults and juniors - physical education training
- "Military" programs
- Aquatic specific training
- "Live and let live" program for pregnant ladies
- Water therapy

Personal Training

Our objective is to assist our clients in achieving the fitness results they desire through superior exercise instruction and programming driven by our enthusiasm and ongoing education in the most effective training techniques available.

Our mission:

With the help and guidance of Nike Personal Trainer you can accomplish any and all of these goals. Our Professional Personal Trainers will design a complete program for you based on your needs and goals. The Professional Nike Gym Trainer takes into consideration your current condition, specific goals, medical history and lifestyle and available time for exercise. Your Personal Trainer will inform you about proper nutrition, proper exercise form, and the amount of weight you should be using and when to make sufficient changes in weight, reps and sets. They will motivate you, educate you and push you to limits that you never thought were possible. You will be amazed at how fast you will lose fat, increase energy and transform your body into a work of art.