INTRODUCTION TO CUSTOMER ANALYSIS AND NIKE’S TARGET MARKETS

The article provides an **introduction to customer analysis**, Nike’s target markets, and gathering customer information. Importantly, a customer analysis is essential to a company’s business and marketing plan. A customer analysis helps in identifying target customers, ascertaining their needs, and specifying product satisfaction. Mainly, a customer analysis has two areas which include behavioral profile and demographic profile. Customer profiles help businesses to understand current and potential customers and thus help increase sales while growing the business. Primarily, customer profiles include a collection of customer information that help in understanding customer behavior. The essay highlights an introduction to customer analysis and information on **Nike’s target markets**.

For more information on an introduction to customer analysis, click

<https://www.acsbdc.org/resources/small-business-topics/marketing/customer-analysis#:~:text=A%20customer%20analysis%20(or%20customer,the%20product%20satisfies%20these%20needs>.

NIKE’S TARGET MARKETS AND NIKE’S OPERATIONS

**Nike’s target markets** include women who make up for a large part of their sales especially in training segments. Mainly, Nike is the leading sportwear and apparel in the world and many people can easily recognize the label. Nike mainly targets professional athletes and seeks to develop their athletic potential. Notably, apart from women, Nike also targets young athletes who are crucial to the brands sale’s strategies. Targeting the young is an important step in promoting future growth of the brand in areas such as soccer. Importantly, North America is a key target market for Nike as it is the brand’s largest segment. An introduction to Customer Analysis is essential in analyzing Nike’s target markets.

For more information on Nike’s target markets and Nike’s operations, click

<https://marketrealist.com/2019/10/nikes-target-markets-everything-you-need-to-know/>

GATHERING CUSTOMER INFORMATION AND INTRODUCTION TO CUSTOMER ANALYSIS

**Gathering customer information** allows for businesses to understand their customers better and improve their products and services. Importantly, a business needs to analyze aspects of customers’ beahvior and profiles to determine the important ones. There are several areas that a business can look to clean-up to reach its customers better. First, a business should identify key factors that set customers apart and thus increase its targeting message to customers. Secondly, businesses should collect data on customers’ real time behavior and utilize it to target current and potential customers. The essay helps in understanding an introduction to customer analysis and Nike’s target markets

for more information on gathering customer information and introduction to customer analysis, click

<https://thenextweb.com/entrepreneur/2015/05/20/9-ways-of-gathering-meaningful-data-about-your-customers/>