



StamfordCollege

SUMMER PROJECT 2024



YOUR TASKS

Create your folder and documents

Using iCloud, google drive or your laptop/PC storage, create a folder entitled 'B TEC Summer Project 2024 - First Name, Last Name". Put your own first and last name in!

For example 'BTEC Summer Project 2024 - Sam Smith'.

Using either word, docs or a similar word programme create a document called 'Table Task - Part 1'.

Using either powerpoint or google slides (or any other presentation programme) open a file called 'Presentation: Part 2'.

02 Complete the 2 tasks

The tasks are on the following pages. Complete the word document and presentation to the best of your abilities. Remember to check spelling and grammar before you submit.

03 Email the folder to college by 01 August 2024

Once complete, email the folder to caz.dolby@ieg.ac.uk. We will confirm receipt and put this folder in the summer project file. Please make sure you send as soon as possible, if you have applied late you need to make sure this is completed before you come to enrolment.

04 Attend your enrolement slot

Don't forget to bring your exam results transcript as this will need to be photocopied for our records. We will then give you your timetable and get you ready to start your course.

PART 1

Your first job is to create a table that shows 5 different sizes of business.

The graphic below shows the definition of different sized businesses in Europe (also the UK). A Micro Business, for example has between 2-10 employees whilst a large enterprise has 250+ employees.

- Firstly, choose one business for each 'size'. For example, you may choose 'Apple' for a large business and a self employed personal trainer for solo. You may choose a local micro/small business. Please note, you might have to guess with the smaller businesses how many employees but we do not need this to be accurate.
- Research the differences between private, public and voluntary/non-profit sectors.
 Which of these does your business belong to?
- Definition of Enterprise sizes in Europe

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- Next, re-create the table below in your own way in your word document. Do some research to
 find out the answers and remember it does not have to be entirely accurate. We know some
 smaller businesses will not give out information like number of employees, so you may have
 to guess.
- Finally, check your spelling and grammar and then save your word document.

Name of Business Chosen	Purpose of the Business	Is the business in the private, public or voluntary/non- profit sector?



PART 2

- Create a presentation showing how NIKE became such a success.
- Show as much information as you can about how the brand has gone from how it started, to where is is today.
- Think about colabs, product range and sponsorship of sports clubs
- Consider sales, best sellers and marketing including social media.
- Once complete, save the file and then send part A and part B to the address on the info sheet. Useful sites as a starting point:

https://thesolesupplier.co.uk/news/the-history-of-nike/

https://www.companieshistory.com/nike/

https://investors.nike.com/investors/news-events-and-reports/default.aspx



Nike Logo Evolution



















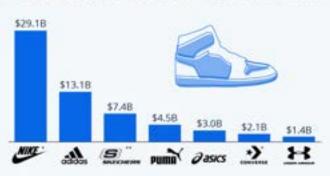


PART 2



Ahead of the Game: Nike Rules the Sneaker World

Worldwide footwear sales of selected sports brands in 2022.



- Nike's and Converse's fiscal year ends May 31.
- ** Skethers sales include apparel and icensing fees but are primarily made up of footwear sales. Source: Company filings





EU Most Sold

12 CRAZY FACTS YOU PROBABLY DIDN'T KNOW ABOUT NIKE

The company was founded as Blue Ribbon Sports, a U.S. distributor of Onitsuka Tiger shoes (now known as Asics). It was nearly renamed Dimension Six before the name Nike was selected.



The company's first shoes were made inside a waffle iron, with the iron creating the grooved pattern that helps athletes grip running tracks.



Serial killer Gary Gilmore's final words "let's do it" inspired the slogan "Just Do It."



The world's largest Nike store is 42,000 feet and located in Landon's Oxford Street



Nike has won two E in 2000 and 2002.



According to ad agency Moosylvania, Nike is millennials' favorite brand, holding 62% of the athletic-shoe market.



The name Nike comes from the Greek goddess of victory, and it's pronounced "ny kee



The Nike swoosh was designed by a Portland State University student for just \$35. She was later given stock now worth more than \$640,000.



Nike's 1987 ad for Air Max shoes was the first time a Beatles song was ever used in a TV commercial. The song was "Revolution."



Nike sells approximately 900 million items of footwear, apparel, and equipment each year.



Nike shoe designer Tinker Hatfield also designed the **But boot** in the first "Batman" and Michael J. Fax's hoverboarding shoes in "Back to the Future



Nike has patented a shoe with an embedded mputing device, which can communica with the wearer's smartphone.





Stamford BTEC FOUNDATION DIPLOMA **IN BUSINESS** College