

Chinese shoemaker article

Questions:

- 1) *What does 'out Nike, Nike' mean?*
- 2) *Which are the 3 obstacles Li-Ning encounters in penetrating the U.S. market?*
- 3) *What is an advantage for Li-Ning as he sets forth his brand?*
- 4) *Watch the 5 minute YouTube video about Li-Ning's company (by the Zambezi group) and comment in 3 to 4 sentences on your impressions of the message.*

Answers:

- 1) The expression 'out Nike' Nike means that Li-Ning knew it could not be more successful than Nike.
- 2) The obstacles Li-Ning encounters in penetrating the U.S. market are that the country is still suffering after the economic downturn, so consumers are spending less. Chinese products are also seen as bad or even dangerous manufactory, as well as imitations of Nike or other athletic shoemakers products.
- 3) The advantage is he can legitimate his entry into sport shoes market by producing a quality product with its own identity brand.
- 4) The video shows, in a humoristic view, the vision have Americans about Chinese products, they denigrate it saying 'this are not shoes'. It also staged stereotypes can have people about those products, the facts that they are only copies. But the purpose of the video is to show that Li-Ning's shoes are high quality, and once you've tried it, you love it.