



## Scenario:

Your team works for NIKE Inc. international operations at its global headquarters in Beaverton Oregon, and you have just been asked to approve the final design of the new “NIKE Airburner,” to be released in Indonesia next month.

The Senior Vice President anticipates no problems, and test results from quality assurance were all positive she tells you. It's just a matter of „rubber stamping your approval, then I'll give our people in Jakarta the green light. She asks to you look it over, do your usual analysis, and let me know by first thing next week.

She leaves you with Manuel, a senior manager of Sales and Marketing at Head office, who gives you a brief introduction to the shoe and its design (see below).

## Your task:

Review the appropriateness of the shoe based on its design and target market. (The colours are black and white, with red trim around the white “Air” design).

## Instructions:

1. Break into the horizontal “Expert” groups listed below (religion, climate, etc.) Determine HOW these aspects of Indonesia affect the potential success of the shoe and its design. When finished, ALL members of the group, MUST possess ALL of the information you've found, and ALL of the group's conclusions.
2. Once done, assemble into the numerical groups (vertical), and share your information. Each “number group” should have one member who is an expert on each aspect of culture. It is your job now to discuss, review, and assess your findings considering all four cultural aspects. Come to a conclusion as requested by the Senior Vice President. Approve or disapprove of the shoe. Remember to think about STEEPEC (i.e. the impact) of any recommendation you make.
3. The groups are as follows...

