

BASIC OPERATIONAL PLAN TEMPLATE

| TITLE | BUSINESS NAME | CREATOR | DATE |
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| Project T-Swift | Nike, Inc. | Maxim Kochkin | 09/28/2023 |

EXECUTIVE SUMMARY

Partnership with Taylor Swift: a limited edition shoe thematically aligned with her latest album (the Eras). Every buyer gets entered in a raffle for tickets for the second US leg of the Eras Tour. Pair with a strong marketing campaign and target younger audiences on social media (ages 10-24). Taylor Swift's audience is not currently a large part of Nike's target market, so this will increase our customer base and bring in a new stream of revenue.

OBJECTIVES

| GOAL | STRATEGY | ACTIVITY | RESPONSIBLE PARTY | RESOURCES NEEDED | START DATE | END DATE | EVIDENCE OF SUCCESS | RISKS |
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| Create the new shoe | Prepare the shoe early and ensure performance quality across the board. | Designate project manager | Head of Limited Edition/Partnership department | Available Middle Managers | Oct. 2 | Oct. 6 | When the team is working coherently | Project manager is irresponsible or nobody is available |
| | | Contact Taylor Swift and confirm new shoe | Project Manager | Reliable communication avenue with . | Oct. 9 | Oct. 13 | Taylor swift agrees and is willing to work easily | MAJOR RISK: Taylor Swift Declines, or asks too high of a fee |
| | | Request budget from finance office | Project Manager | Financial projection | Oct. 16 | N/A | Given the perfect amount of | Budget approval is less than necessary |

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| | | | | | | | budget to afford Taylor swift | |
| | | Create timeline and plan for project | Project Manager | | Oct. 16 | N/A | Scheduled timeline that runs smoothly on time | Timeline uprooted by outside factors |
| | | Staff project teams: design, engineering, prototyping and testing, legal, manufacturing. | HR, Project Manager | Available employees in all departments, \$50,000 project team bonus pool | Once budget and plan approved | Oct. 27 | Everything runs smoothly and no delays on production | Not enough staff is available |
| | | Design shoe. | Design Team | Design facilities & software, creative supplies, \$30,000 | Oct. 30 | Nov. 17 | Shoe is visually appealing and thematically aligned with the Tour, ready for due date. | Design process is more costly or time consuming than expected |
| | | Engineer and create the prototype. | Engineer Team | Engineering facilities, tools and software, shoemaking materials, \$70,000 | Nov. 17 | Dec. 1 | | Shoe is hard/impossible to engineer according to Nike standards |
| | | Test shoe and finalize design. | Testing team, Design team, engineering team. | Athlete, ergonomics insight, testing track/running facility, \$25,000 | Dec. 4 | Dec. 15 | | Shoe fails testing and design needs to be heavily revised |
| | | File patent and ensure regulation compliance. | Legal team, engineering team | Patent SOP, \$10,000 | Once testing is complete | N/A | | Patent fails (i.e. too much similarity with another patent) |
| | | Relay shoe design to manufacturing | Project Manager, Engineering Team. | Communication avenue with current manufacturer | Dec. 20 | MAXIMUM GOAL DELAY: 45 DAYS | | Manufacturing at capacity/supply chain issues |
| Prepare marketing campaign | Have marketing materials ready in | Staff team for marketing | HR, Project Manager | Available marketing employees, | Once budget and plan approved | Oct. 27 | No delay on staffing | |

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| | advance, ensure physical advertising availability during concert dates. | | | \$10,000 project bonus pool | | | | |
| | | Create marketing plan and budget. | Marketing team, Project Manager | Past marketing data and forecasting formulas | Oct. 30 | Nov. 3 | | |
| | | Prepare digital marketing materials | Marketing team | Digital marketing software, graphic design resources, studio rental, filming equipment, access to Taylor Swift, \$150,000 | Nov. 6 | Mar. 29 | | |
| | | Prepare traditional marketing and contact necessary promotional avenues (TV, Arenas, Banners) | Marketing team | Graphic design resources, studio & equipment rentals, banner rentals, venue contracts, TV/Radio contracts, \$350,000 | Nov. 6 | Jan. 5 | Easy to market and full permission from taylor swift. | |
| | | Set up biweekly raffle logistics and shoe web page. | Marketing team, Project Manager, Website Engineer | Programming software, \$1,500 engineer bonus | Jul. 1 | Jul. 5 MAXIMUM GOAL DELAY: 15 DAYS | Set up with NCAA and follow through with them by nike's side | |
| Produce and Supply new shoe | Disrupt supply as little as possible and apply SOPs to shipping and fulfillment . | Assign manufacturing & supply chain project managers | HR, Project Manager | Available manufacturing and supply chain specialists, \$7,500 bonus pool | Dec. 20 | Dec. 22 | | |
| | | Contact manufacturers | Manufacturing manager | Communication avenue to manufacturer | Jan. 8 | Jan. 12 | | |

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| | | and confirm design | | | | | | |
| | | Plan production and delivery | Manufacturing manager | Past production trends and data, current delivery estimates and costs | Jan. 15 | N/A | | |
| | | Manufacture shoes | Manufacturing company | \$100,000 manufacturing procedure adjustment | Jan. 15 | Mar. 29 | No issues relating to production | |
| | | Contact local warehouses and confirm supply chain | Manufacturing manager | Contact list of fulfillment centers, inventory assessment data | Feb. 14 | Feb. 16 | | |
| | | Prepare inventory for launch | Manufacturing & Supply Chain managers | \$25,000 shipping and destination costs | Mar. 29 | May 31 MAXIMUM GOAL DELAY: 30 DAYS | | |
| Launch sales and Marketing | Sell shoes at peak hype regarding concerts, encourage people who couldn't buy tickets to enter raffle. Maintain strong brand presence during the whole tour, emphasize Nike visuals in concert arenas and nearby areas. | Tease the release of the shoe | Marketing team | Social media activity data and trends, \$15,000 SEO and PPC costs (15 days) | Jul. 15 | Jul. 31 | Has a successful tease that i wanted | |
| | | Staff Sales Team | HR, Project Manager | Available Sales employees, \$5,000 bonus pool | Jul. 22 | Jul. 26 | | |
| | | Confirm release logistics with Taylor Swift | Sales Team, Project manager, marketing team | Communication avenue to her team | Jul. 29 | Jul. 31 | Has good profits from the beginning | |
| | | Start Marketing Campaign | Marketing Team | Social media activity data and trends, digital marketing software and | Aug. 1 | Nov. 1 | | |

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| | | | | tools, \$100,000 SEO and PPC costs (3-4 months) | | | | |
| | | Release sales to general public | Sales Team, Marketing Team | 3.5% Sales Royalty to Taylor Swift | Aug. 1 | Nov. 30 <i>or until inventory sold</i> | | |
| | | Announce & contact raffle winners, send tickets | Marketing team | Raffle entrants database, customer contact SOP | Biweekly starting Aug. 15 | Nov. 1 (Last day of NA Tour) | Has a big impact on the NCAA | |
| | | Analyze sales & inventory and set sales goals | Sales team | Data and trends from the entire project. | Aug. 1 | Nov. 30 | | |
| | | Analyze project results (revenue, new customers reached, online impressions, media response, profit margin) | Project manager, all teams | Marketing, financial and sales data from the beginning of the project, same data for similar projects to compare relative success. | Nov. 30 | Dec. 6 | Profit margin, CoCA, inventory turnover, growth in online impressions | |

SUMMARIES

HIRING PLAN

Our main goal on hiring are people willing to work in a semi-formal environment and understanding what makes Nike different. Establishing hard working and diligent people but need to have some fun with them, when they market and design the shoe.

NEXT STEPS

Request project approval from head of New Line / Partnership department. Begin to look for a project manager and notify HR of future staff needs to assess available employees.

CONTINGENCY PLAN

March madness (team-themed) shoe line and a bracket challenge (if you get the bracket 100% correct you get lifetime (limited per year) Nike shoes). Various discounts each week based on how correct your bracket is.

Why it's a good contingency: the necessary resources and project teams are very similar, and the timeline is adjustable to March. This plan does not rely as much on the permission of a single individual. If such permission from Taylor Swift is not granted, the design team would be tasked with a different theme and the marketing team would have a different campaign. Otherwise, the process can continue and the shoe line can be launched with excitement during the NCAA championship.