

## The Influence Of Beijing 2008 Olympic Games To Chinese Sport Shoes Market

With the approaching of Beijing 2008 Olympic Games, more and more Chinese customers attend in various of sports, athletic sports gradually become one of the parts which can't lack of in common people's life, sport shoes market will be more and more larger. Besides townsman's professional demand to sport shoes is advancing, even routine sports items just like canter, customers who in top cities begin already showing their professional requirement. country denizen's consumption to middle and low traveling sport shoes will gradually form new requirements.

1. Current Condition of Chinese sport shoes market China is one of the biggest sport shoes production bases in the world, most international famous sport shoes brand had been settled down in China. Perfect shoes production chain, favorable production organization ability, lower labour force cost and skillful mechanic, all of above conditions have great temptation to every merchant. At the present time, the more alluring condition is huge Chinese market which will front for 2008 Olympic Games. Mature Adidas, athletic Nike, fashion LiNing, these are famous sport shoes brand visualize in China. In Chinese customers' eyes Adidas's visualize is a mature man, Nike is a young athlete, Nike have more market quotient than Adidas in China inland, and most customers think that LiNing brand's visualize prolocutor is still LiNing. Comparing to visualize extending of these brands, Nike prefer athletes, he adopt pyramid visualize extending stratagem, it means from tower tip top athlete to nation team, and to NBA league matches province team, till make up common callan basketball activities, involve four grade basic in the whole sport things market. The quantity of top athletes is least, but they have strong radiant strength. Nike company's brand visualize extending is more successful and without doubt, so Nike shoes is most popular in China, for example, Nike's classical style jordan shoes, nike shoes, nike dunks, air force ones, air max is especially popular for callan.

2. The influence of Beijing 2008 Olympic Games to enterprise market mode With the approaching of Beijing 2008 Olympic Games, more and more Chinese customers attend in various of sports, and the professional demand to athletics equip is advancing. Even routine sports items just like canter, customers who in top cities begin already showing their professional requirement. It can be seem from the future developing current, sport shoes market will be more fractionized, and fractionize not only involve new empolder market which brand concentrate comparatively rather low, but also involve original professional market, for example training sport shoes, with more fractionizing in service crowd, the blank of top professional product will be filled up. Chinese homemade sport shoes should stand in the base of serving for the masses customers and then develop professional products in various sports items, it will bring durative income accompany with boosting up customers' professional incline. At the same time, with market competing more impetuosity, whether Chinese homemade sport shoes enterprises can hold the process of market fractionize, possess of more professional products following, and produce classical style sport shoes just like Nike's jordan shoes, nike shoes, nike dunks, air force ones, air max, it's the key for them to finally compete with international brand as Nike, Adidas. Internationalization course take more challenge to Chinese domestic enterprises, Internationalization is not as simple as export some merchandise, or set up several monopolization shops in overseas, but need enterprise store up from Internationalization team to a good many aspects.

3. The influence of Beijing 2008 Olympic Games to science and technology content of sport shoes product Some of domestic sport shoes enterprise has come out from product configuration is not reasonable, and make a great change in "regard produce, ignore research", really lead "innovate science and technology" to products. For example, "Hongxingerke" first detrusion "GDS decrease exhibit system", "four function system" etc. "GDS decrease exhibit system" as "Hongxingerke" personal research function system, it's capability absolutely compare beauty to international brand like Nike, Adidas. In addition, a company have to mention, that is anta who again use his practical activity to validate "innovate science and technology must be the vane to lead industry development". anta cooperated with China leather and shoemaking industry academe set up "China shoemaking industry academe gym shoes technology research center", aim at recuring to academe's authoritative mighty technology flat roof, improve gym shoes measure level, and do some contribution to China shoemaking industry development, then can make out more and more scientific research production. Nowadays the current of product with the same quality is more and more serious, who can keep ahead of technology and make out larruping and suitable product for customers, who will be favorite. Besides, sport shoes manufactures need improve professional capability, at the same time enclose with athletic sports requirement, via reduce cost to supply bargain gym shoes product for person.

### About the Author

David ZHENG is the CEO of <http://www.okaykicks.com> . A company specialized in selling all kinds of sports shoes such as [jordan shoes](#), [nike shoes](#), [nike dunks](#), [air force ones](#), [air max](#) etc.

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