



Nike Factory Store

WANTS

NEEDS

- **Mannequins**

Mannequins is a want because they don't need them. They just use them to advertise their clothes better.

- **Fancy Signs**

Fancy signs is a want they just use them to attract you into your store

- **Areas to sit on a bench**

Benches they don't really them, we just use them to try on a shoe.

- **Fancy Tables**

Fancy tables is a want they could use regular tables to put clothes on.

- **TV's**

TV's is a want they don't need them they just use them to make there store more appealing

- **Shoe shelf to display their shoes**

They need something to display their shoes to get people to buy their product

- **Electricity**

They need electricity to make there store run.

- **A store/place**

You need a place or store to hold your stock.

- **Racks/Hangers**

Without racks or hangers you can't put your clothes anywhere to have people buy them.

- **Equipment**

Without any products you can't have a store or anything

