

## **Ingles II – A company history**

*Video: "The Rise of Nike: How One Man Built a Billion-Dollar Brand"*

### **1. Watch the video.**

### **2. After watching the video with the company history, complete the text with the verbs in the correct form (Simple Past)**

In 1962 Phil Knight \_\_\_\_\_ (graduate) from Stanford. Phil \_\_\_\_\_ (have) a good idea to become an entrepreneur. He \_\_\_\_\_ (be) a distance runner in university; he \_\_\_\_\_ (write) a paper about Japanese shoes replacing Puma and Adidas. Phil \_\_\_\_\_ (become) obsessed with the idea of bringing Japanese shoes to the USA. He \_\_\_\_\_ (not have) any Japanese running shoes, but the soldiers \_\_\_\_\_ (bring) some from Japan after the World War II. He \_\_\_\_\_ (know) it was a great opportunity; he had to get in contact with a Japanese company and negotiate to import the goods to America. He \_\_\_\_\_ (do) it. In November 1962 he \_\_\_\_\_ (fly) to Japan as a tourist. He \_\_\_\_\_ (see) shoes from a company called ONITSUKA TIGER; they \_\_\_\_\_ (be) very high quality. He \_\_\_\_\_ (have) a meeting with the company's founder. The owner \_\_\_\_\_ (accept) his proposal and Phil \_\_\_\_\_ (become) the exclusive distributor for O.T. in the USA. He \_\_\_\_\_ (receive) his first shipment in 1963 and \_\_\_\_\_ (start) selling them out of the back of his car at every running track he could drive to.

His strategy \_\_\_\_\_ (not -be) scalable so he \_\_\_\_\_ (go) to his former coach at university, Bill Bowerman. He \_\_\_\_\_ (be) one of the most famous coaches in America. He \_\_\_\_\_ (like) the shoes very much and \_\_\_\_\_ (want) to partner up with Bill.

In January 1964, Bill and Phil \_\_\_\_\_(incorporate) Blue Ribbon Sports. They \_\_\_\_\_(spend) all their money on their first order. The shipment \_\_\_\_\_(come) in April and they \_\_\_\_\_(sell) all the pairs by July. After that, Phil \_\_\_\_\_(start) hiring salesmen for his company.

3. Continue reading the company history and put the words in the correct order to make sentences about the video in Simple Past.

Soon after that, they opened their own store in Santa Monica. In 1966, Bill wrote a book about jogging, and his shoes were in the book. He also investigated how shoes were made, and tried to improve them.

\_\_\_\_\_ ( his notes - he - to Japan - sent - requesting changes). \_\_\_\_\_ ( Bill - the famous - designed - Cortez), they became the best-selling shoes in 1968, after the Olympic Games.

\_\_\_\_\_ (\$300.000 - BRS - worth of shoes - sold ) in 1969.

The only problem was demand.

\_\_\_\_\_ (expand - knew - Phil and Bill - they had to ). The Cortez was their design; they were free to produce them themselves after the contract with Japan expired in 1972, right before the Olympics.

In 1971, \_\_\_\_\_ ( working - he - on the branding - started)

His employees suggested calling it "NIKE", after the Greek goddess of victory.

\_\_\_\_\_ ( needed - Phil - a logo ), he didn't design it himself,

\_\_\_\_\_ ( it - a design student - made )

\_\_\_\_\_ ( after - the logo - got - they ), they were ready for the Olympics. They didn't sign any contract this time, they had subcontractors in Japan.

\_\_\_\_\_ ( the largest - NIKE - sportswear company - became - in America)

3. Tick the correct option in each sentence:

	<b>knew</b>	
Phil	<b>didn't knew</b>	how to be an entrepreneur
	<b>didn't know</b>	

	<b>imported</b>	
Phil	<b>didn't</b>	shoes from Europe.
	<b>imported</b>	
	<b>didn't import</b>	

The company Onitsuka Tiger	<b>didn't contact</b>	Phil for a great business.
	<b>contacted</b>	
	<b>contact</b>	

Phil's strategy	<b>were</b>	very practical.
	<b>weren't</b>	
	<b>wasn't</b>	

The first shipment	<b>didn't sell</b>	very good.
	<b>sold</b>	
	<b>sold</b>	

BRS	<b>worked</b>	with the Japanese after 1972
	<b>didn't work</b>	
	<b>didn't worked</b>	

4. Put the words in the correct order to make questions about the company history:

\_\_\_\_\_?  
PHIL ANY HAVE DID JAPANESE SHOES

\_\_\_\_\_?  
RECEIVE WHEN HIS FIRST SHIPMENT PHIL DID

\_\_\_\_\_?  
DID PHILL AND BILL INCORPORATE WHEN BLUE RIBBON SPORTS

\_\_\_\_\_?  
THEY THEIR FIRST STORE DID WHERE OPEN

\_\_\_\_\_?  
WAS OF THE FIRST WHAT FAMOUS PRODUCT THE NAME

\_\_\_\_\_?  
WAS OF THE COMPANY WHAT THE NEW NAME