

Adidas AG – SWOT Framework Analysis

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A leading sports apparel manufacturer, Germany-based Adidas AG is a brand name to reckon with in the industry. Having taken over sportswear company Reebok, the group consists of Rockport and the golf company TaylorMade-adidas. Not content with being a leader in just sports footwear, Adidas AG is now also a leader in sports accessories and apparel such as shirts, watches, eyewear, and other sporting goods. Coming in second to Nike Inc worldwide, the company is the biggest sportswear producer in Europe.

The company's latest financials include:

- Revenues of \$15,333.3 million during FY 2009 – a drop of 3.9% from FY 2008 - revenues were impacted by a major decrease in consumer spending.
- Operating profit was \$750.3 million in FY2009
- Net profit was \$361.9 million in FY2009

A SWOT Analysis is a strategic planning tool used to evaluate:

- Strengths
- Weaknesses
- Opportunities
- Threats

involved in a project or in a business venture. It involves identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

With the global footwear industry being fragmented and dominated by large retail groups, it remains to be seen how Adidas AG maintains its position amongst the top footwear manufacturers of the world. With a strong rivalry amongst Adidas AG, Nike Inc, and New Balance, Aruvian's report analyzes Adidas in a SWOT Framework in order to understand what gives this company an edge over others.

Aruvian's R'search analyzes the company Adidas AG in the SWOT Framework Analysis. The report includes the following:

- Business segment analysis of Adidas
- Major products & services of Adidas
- Profile of the industry Adidas operates in,
- Profile of its major competitors – NIKE, Inc. & New Balance Athletic Shoe
- SWOT Analysis of Adidas AG
- Future Perspective of Adidas AG

Aruvian's R'search's report Adidas AG – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

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