

adidas AG in Apparel (Germany)

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Abstracts

adidas AG pursues the objective to almost double its revenue until 2015. The manufacturer intends to achieve this goal through a stronger focus on sales through channels and stores which the company can control itself. This includes own stores, e-commerce, the so-called shop-in-shop concept, joint ventures, mono-branded franchise stores and co-branded stores. Furthermore, continuous sponsorship of famous, as well as upcoming teams and athletes, is planned as well as unceasing launches of...

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