

adidas Austria GmbH in Apparel (Austria)

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Abstracts

adidas Austria GmbH aims to boost its position by fully responding to the trend towards sporty streetwear. The company is using its competitive advantage over the main outerwear competitors counting on its speciality in sportswear rather than general outerwear. Also its sportswear range is expanding with Reebok offering yoga, cross-training and dancing outfits. Due to its success with this strategy, the company was hardly affected by the economic downturn of the review period.

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