

adidas Austria GmbH in Apparel and Footwear (Austria)

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Date: July 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: AAEB3384852EN

Abstracts

adidas Austria GmbH specialises in specific areas of apparel and footwear (such as sportswear) rather than general outerwear and footwear. This is also its main advantage over other competitors in outerwear and footwear. Over the forecast period the company is expected to focus on additionally emphasising the added value of its products in terms of quality, innovation and design. In order to reach a wide consumer base, the company is anticipated to place greater emphasis on social media sites...

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