

# adidas Benelux BV in Apparel and Footwear (Netherlands)

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## Abstracts

adidas seeks to expand from its current status as a sportswear specialist to become a more mainstream apparel and footwear company. With this in mind, company now offers a wide range of products in order to attract consumers who are interested in performance apparel and footwear for active use as well as those which are interested in sports-inspired apparel and footwear to suit a certain lifestyle and to adhere to fashion trends. Partnerships remain a crucial tool for adidas to achieve further...

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## Contents

Strategic Direction

Key Facts

Summary 1 adidas Benelux BV: Key Facts

Competitive Positioning

Summary 2 adidas Benelux BV: Competitive Position 2014

Retail Operations

Internet Strategy

Chart 1 adidas Benelux BV: adidas Originals in Rotterdam

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