

adidas Benelux BV in Apparel (Netherlands)

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Date: September 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: AC5155B58D2EN

Abstracts

In 2010, adidas launched a strategic plan called Route 2015, which focuses on various initiatives to enhance its global performance and leadership. As part of this plan, it intends to increase sales per outlet in key markets such as the Netherlands with worldwide sales to reach €17 billion in 2015. Branding is anticipated to continue to play a key role in adidas Benelux's strategy. As witnessed in 2011 with partnerships with key players such as Burton (snowboards), Diesel, G-Star...

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