

adidas Budapest Kft in Apparel (Hungary)

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Abstracts

On one hand, adidas has to implement its global strategy on the Hungarian market too in order to ensure a unique brand experience. It has to convey a strong premium brand image, it must maintain centrally located stores (even if not profitable) and it also has to keep stock of the latest models regardless of relevant consumer demand. Therefore the brand has difficulties with pricing on the Hungarian market because large multi-brand sports stores, such as Decathlon and Hervis, can achieve much...

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