

adidas Budapest Kft in Apparel and Footwear (Hungary)

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Abstracts

The company originally chose to implement its global strategy in Hungary, in order to ensure a unique brand experience. It looked to convey a strong premium brand image and maintain centrally located stores, while maintaining stock of the latest models regardless of relevant consumer demand. As a result, the company faced difficulties with regards to pricing in Hungary, as large multi-brand sports stores, such as Decathlon and Hervis, can achieve a much better price/quality ratio and offer a...

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