

adidas Group in Apparel and Footwear (Germany)

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Abstracts

adidas is striving to remain the leading player in the sports goods industry in Germany, with brands built on a passion for sport and sporting lifestyles as well as long-standing tradition. In order to achieve, this the company is prioritising investment in the following six areas - brand portfolio, distribution, supply chain, innovation, sustainability and the team (employees). Furthermore, comprehensive knowledge of German consumers and their needs remains essential to adidas' strategic...

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Contents

Strategic Direction

Key Facts

Summary 1 adidas Group: Key Facts

Summary 2 adidas Group: Operational Indicators

Company Background

Competitive Positioning

Summary 3 adidas Group: Competitive Position 2013

Internet Strategy

Production

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