

adidas Israel Ltd in Apparel and Footwear (Israel)

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Abstracts

Over the forecast period one of the main focuses for the company will be the merger of fashion trends with its apparel. The company continues to strengthen brand awareness through sponsorship. Due to the high level of competition with its main rival Nike, Adidas is focusing on mono-brands and developing its concept stores, which are expected to support the brand in terms of awareness but not necessarily sales.

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