

adidas OOO in Apparel and Footwear (Russia)

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Abstracts

The slowdown in the Russian economy has forced adidas to revise its plans for the development of its Russian retail chain. adidas' main operational goals for the forecast period are to lower risk and improve profitability at a time of economic recession in Russia. The company plans to introduce special measures to optimise its retail operations in the country over the short term. To reduce costs it will close or temporarily suspend the opening of more than 200 outlets. Some stores will be...

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Contents

Strategic Direction

Key Facts

Summary 1 adidas OOO: Key Facts

Summary 2 adidas OOO: Operational Indicators

Retail Operations

Summary 3 adidas OOO: Retail Operational Indicators

Internet Strategy

Chart 1 adidas OOO: adidas, Exterior, in Voronezh

Chart 2 adidas OOO: adidas, Interior View 1, in Voronezh

Chart 3 adidas OOO: adidas, Interior View 2, in Voronezh

Competitive Positioning

Summary 4 adidas OOO: Competitive Position 2015

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