

adidas (S) Pte Ltd in Apparel and Footwear (Singapore)

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Abstracts

The company strives to be the global leader in sports clothing by continuing to invest heavily in its product innovation and marketing. With the increasing competition in the clothing industry, adidas (S) Pte Ltd plans to shift its focus more to its marketing campaigns, such as raising its brand prominence in Singapore. More brand differentiation is required to sustain customer retention; hence, in a bid to differentiate itself from the other competitors, it aims to develop and expand its...

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