

adidas (UK) Ltd in Apparel and Footwear (United Kingdom)

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Abstracts

adidas (UK) Ltd aims to improve its competitive edge in order to remain the leading brand in sportswear in the UK. adidas recognises that it is both a performance sportswear brand and a fashionable and leisurewear brand in the UK. As such, the company aims to continue focusing its new product development on both the performance sportswear and fashion apparel markets. Its collaborations with high-profile sports personalities and various sponsorship deals ensure that the brand will maintain its...

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Contents

Strategic Direction

Key Facts

Summary 1 adidas (UK) Ltd: Key Facts

Summary 2 adidas (UK) Ltd: Operational Indicators

Competitive Positioning

Summary 3 adidas (UK) Ltd: Competitive Position 2014

Retail Operations

Internet Strategy

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