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Mizuno Corp in Apparel and Footwear (Japan)

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Abstracts

The company is focused on continuing its strong portfolio and positioning of running related sportswear in the Japanese market. As a way to position itself as a leader in running performance, Mizuno sponsors several large marathons in Japan and will continue to do so. With the company's golf-related business seeing a decline, the company is seeking to boost its lifestyle business as a way to offset a declining golfing user base to boost sales. Moving forward the company's "Make It Happen"

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Contents

Strategic Direction
Key Facts
  Summary 1 Mizuno Corp: Key Facts
  Summary 2 Mizuno Corp: Operational Indicators
Competitive Positioning
  Summary 3 Mizuno Corp: Competitive Position 2014
Retail Operations
Internet Strategy

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