

## Under Armour Inc (UA) - Financial and Strategic SWOT Analysis Review

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Under Armour Inc (UA) - Financial and Strategic SWOT Analysis Review provides you an in-depth strategic SWOT analysis of the company's businesses and operations. The profile has been compiled by GlobalData to bring to you a clear and an unbiased view of the company's key strengths and weaknesses and the potential opportunities and threats. The profile helps you formulate strategies that augment your business by enabling you to understand your partners, customers and competitors better.

The profile contains critical company information including:

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – Analyst's summarization of the company's business strategy.
- SWOT Analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.
- Company history – Progression of key events associated with the company.
- Major products and services – A list of major products, services and brands of the company.
- Key competitors – A list of key competitors to the company.
- Key employees – A list of the key executives of the company.
- Executive biographies – A brief summary of the executives' employment history.
- Key operational heads – A list of personnel heading key departments/functions.
- Important locations and subsidiaries – A list and contact details of key locations and subsidiaries of the company.
- Detailed financial ratios for the past five years – The latest financial ratios derived from the annual financial statements published by the company with 5 years history.
- Interim ratios for the last five interim periods – The latest financial ratios derived from the quarterly/semi-annual financial statements published by the company for 5 interims history.

### Highlights

Under Armour, Inc. (Under Armour) is a developer, marketer and distributor of apparel, footwear and accessories. The company provides products under multiple price levels to cater diverse customer categories. It sells products through retail stores, direct to consumer sales channel, website and product licensing worldwide. Under Armour undertakes the wholesale distribution of products to national, regional, independent and specialty retailers. The company markets its products under Heatgear, Coldgear, Under Armour, Allseasongear and Under Armour UA Logo brands. The company has business presence across North America, Latin America, EMEA and Asia-Pacific. Under Armour is headquartered in Baltimore, Maryland, the US.

### Under Armour Inc Key Recent Developments

Mar 01,2018: Under Armour chief revenue officer to retire

Feb 13,2018: Under Armour posts Q4 and full year financial results

Dec 13,2017: Under Armour appoints new members to senior management team

Dec 04,2017: Under Armour names David Bergman as CFO

Dec 04,2017: Under Armour names David Bergman as chief financial officer

Key benefits of buying this profile include:

You get detailed information about the company and its operations to identify potential customers and suppliers.

- The profile analyzes the company's business structure, operations, major products and services, prospects, locations and subsidiaries, key executives and their biographies and key competitors.

Understand and respond to your competitors' business structure and strategies, and capitalize on their weaknesses. Stay up to date on the major developments affecting the company.

- The company's core strengths and weaknesses and areas of development or decline are analyzed and presented in the profile objectively. Recent developments in the company covered in the profile help you track important events.

Equip yourself with information that enables you to sharpen your strategies and transform your operations profitably.

- Opportunities that the company can explore and exploit are sized up and its growth potential assessed in the profile. Competitive and/or technological threats are highlighted.

Scout for potential investments and acquisition targets, with detailed insight into the companies' strategic, financial and operational performance.

- Financial ratio presented for major public companies in the profile include the revenue trends, profitability, growth, margins and returns, liquidity and leverage, financial position and efficiency ratios.

Gain key insights into the company for academic or business research.

- Key elements such as SWOT analysis, corporate strategy and financial ratios and charts are incorporated in the profile to assist your academic or business research needs.

**Note:** Some sections may be missing if data is unavailable for the company

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Dec 04, 2017: Under Armour names David Bergman as chief financial officer

Jun 28, 2017: Under Armour appoints Patrik Frisk as president and chief operating officer

Apr 28, 2017: Under Armour reports Q1 results

Mar 14, 2017: Under Armour announces Clay Dean as chief innovation officer

Feb 01, 2017: Under Armour reports Q4 and full year results

Jan 17, 2017: Under Armour appoints new vice president of investor relations

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New Balance Athletic Shoe, Inc.

J.Crew Group, Inc.

Columbia Sportswear Company

Benetton Group SpA

adidas AG

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