

adidas AG - Company Profile and SWOT Analysis

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Abstracts

adidas AG Company Profile and SWOT Analysis

Summary

adidas AG Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

Key Highlights

Adidas AG (adidas or 'the company') designs, manufactures and markets a wide range of athletic and sports lifestyle products for women, men and kids. The company's product portfolio comprises of footwear, apparels, athletic equipment and hardware such as bags and balls. It markets products under Adidas brand. Adidas sells its products through a network of retail stores, franchisees, department stores and online retailers. The company's major footwear franchises include NMD, Predator, and UltraBOOST. It has business presence across Europe, North America, Latin America, the Middle East and Africa, and Asia-Pacific. The company is headquartered in Herzogenaurach, Bayern, Germany.

Scope

Detailed information on adidas AG required for business and competitor intelligence needs

A study of the major internal and external factors affecting adidas AG in the form of a SWOT analysis

An in-depth view of the business model of adidas AG including a breakdown and examination of key business segments

Intelligence on adidas AG's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about adidas AG, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

Reasons to Buy

Gain understanding of adidas AG and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess adidas AG as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on adidas AG's business structure, strategy and prospects.

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