

# The Role of Physicians in Device Innovation: Critical Success Factor or Conflict of Interest?

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target audiences  
critical success factors  
key performance indicators  
balanced scorecard framework

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# target audience(s)

Adidas has two types of consumers: sporty and fashionable.

- The main target audience is 13-30 year old male and female consumers involved in any given discipline or sport.
- Adidas' strongest consumer market is with the 20- to 29-year-old age group who are athletes or are passionate about sports.
- The company is focused on targeting and strengthening its brand with the next generation of athletes in the 14- to 19-year-old age group.



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target

Along with the audience of Adidas for statement.

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# target audience(s)

Along with the sporty audience there is also the smaller audience of those who aren't into sports. They shop at Adidas for the logo and the look for a fashionable statement. These are between 16-25, working-middle class both males and females.

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# critical success factors (CSFs)

## UTILIZING STRENGTHS

- Adidas footwear has a strong brand image with loyal customers, therefore it has the ability to start new trends through marketing campaigns.
- Greater demand for products in the Asian markets. Already have a strong brand image, therefore it will be easier to build up a loyal customer base in these countries.

## ADDRESSING WEAKNESSES

- Pricing- target different segments of the market in order to increase market share and holt competition, for example reducing the price of footwear in order to appeal to a wider audience. This will make the brand more competitve within its market.
- Reflect on pricing when targeting new markets such as in the 'BRICS' countries

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key performance indicators (KPIs)



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Adidas's four pillars, or 4Ps: People, Product, Partnership, provide a conceptual framework for Adidas stakeholders to better and more effectively assess and realize the company's su

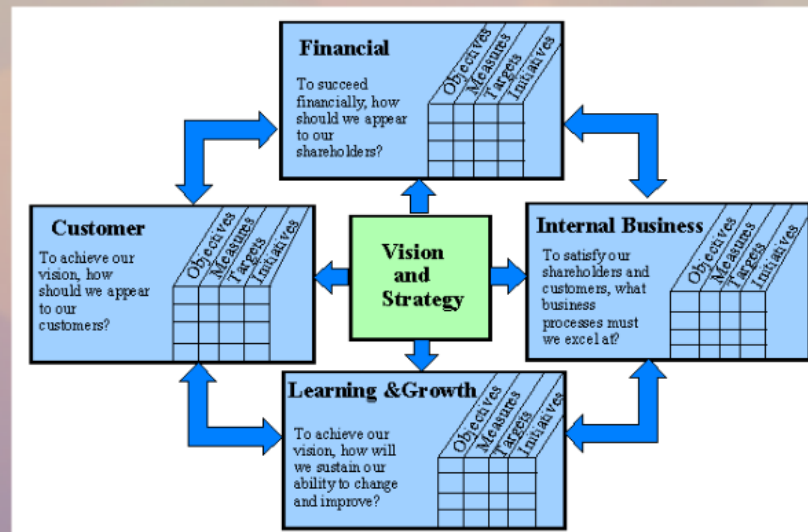
# key performance indicators (KPIs)



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Adidas's four pillars, or 4Ps: People, Product, Planet and Partnership, provide a conceptual framework that enables Adidas stakeholders to better and more easily understand, assess and realize the company's sustainability goals.

# balanced scorecard framework



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# balanced scorecard framework

Adidas can set out objectives in a balanced scorecard framework and set out measures, targets and initiatives.

Financial objectives:

- Creating long-term value
- Sustainable company
- Revenue growth
- Increase share value

Learning & growth objectives:

- Create leadership excellence
- Enable employees to reach their personal best
- Employee satisfaction
- Recognition of culture
- Increase the proportion of women in management.

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