



Growth Strategy

- Market Penetration
- Competitors & Millennials
- Market Development
- Developed Nations
- Product Development
- Micoach
- Diversification - High risk and uncertainty

Portfolio Mix

Outline the Implementation of the Marketing Mix as a Means to Increase Customer Value

Using Product Design Strategically to Create Deeper Consumer Connections

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Analytics

- Pull Strategy
- Informative, Persuasive, and Reminder
- Product-focused
- Emotional Appeal: Excitement and Happiness
- Gender-Neutral
- International Appeal
- Millennials and Technology Natives

Describe How a Firm Chooses Which Consumer Groups to Pursue With Its Marketing Efforts

Situational Analysis

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

Mission Statement

- Mission Statement: A formal declaration of a firm's objectives and the scope of its business operations
- "The adidas Group strives to be the global leader in the sportswear industry with brands that are a passion for sports and a sporting lifestyle. We are committed to continuously strengthening our brands and products to improve our competitive position."

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Marketing Strategy

- March 2015 presented a new business plan for the next five years
- Plans to connect deeper with consumers
- Integrating sports into all lines offered, such as streetwear and fashion brands
- 3 strategic focuses: speed, cities and open-source

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Sustainable Competitive Advantage

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Sustainable Competitive Advantage



Adidas has a put in place a sustainability program, consistently getting named on the list of Global 100 Most Sustainable Companies in the World

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Mission Statement

"Mission Statement: A broad depiction of a firm's objectives and the scope of activities it plans to undertake"

"The adidas Group strives to be the global leader in the sporting goods industry with brands built on a passion for sports and a sporting lifestyle. We are committed to continuously strengthening our brands and products to improve our competitive position!"

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Sustainable Competitive Advantage

Operational Excellence

- "Workplace Standards"
- Use of innovative rating system
- Focus on environmental sourcing
- Employee incentive programs

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Customer Excellence

"We are consumer focused and therefore we continuously improve the quality, look, feel, and image of our products and our organizational structures to match and exceed consumer expectations and to provide them with the highest value"

- Sign up for news letters get 15% coupon
- With account, receive exclusive offers
- Free shipping with no minimum, free returns

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Product Excellence

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- "Authentic": founded by an athlete. Adidas has principles to create equipment to make athletes better
- Three stripes



Locational Excellence

- Global Company
- Multiple Supply factories in various countries
- E-commerce worldwide
- Great internet presence



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