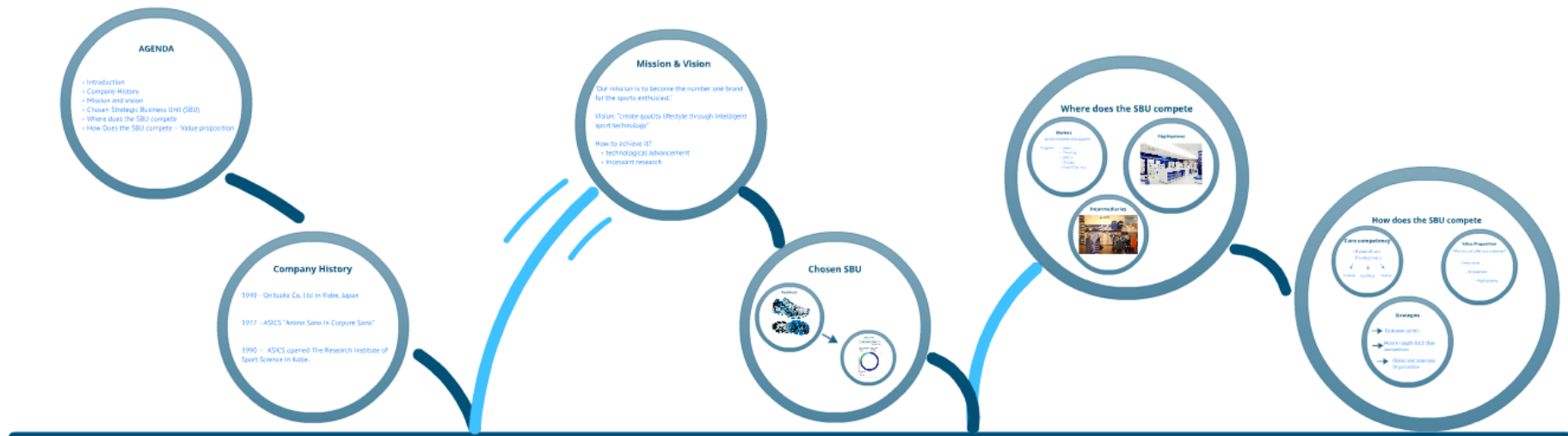
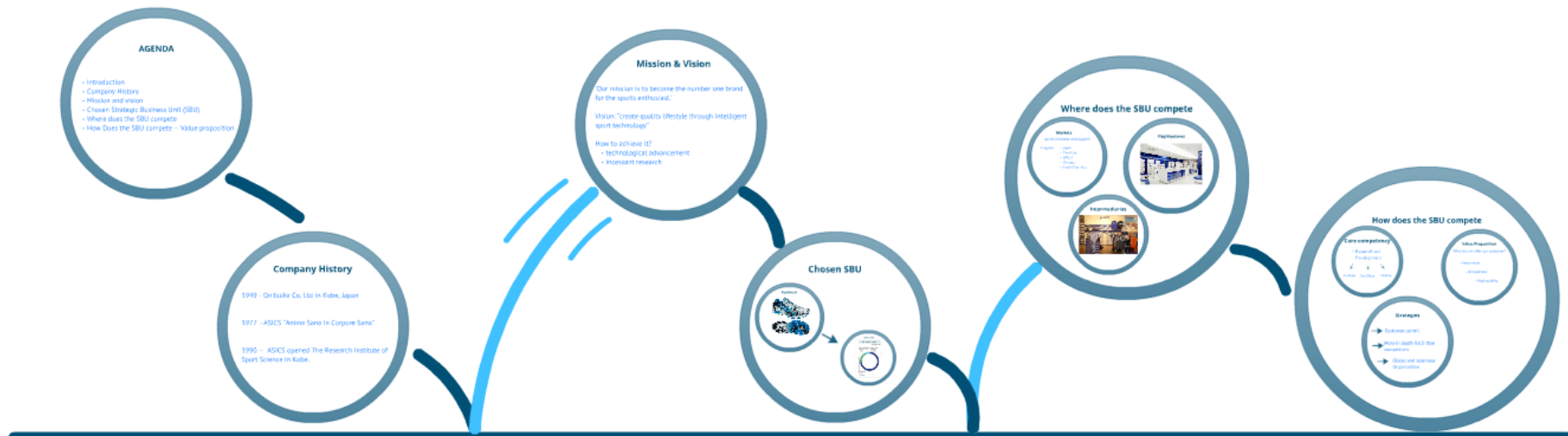


ASICS: Chasing a 2020 Vision Harvard Case Solution & Analysis



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AGENDA

- Introduction
- Company History
- Mission and vision
- Chosen Strategic Business Unit (SBU)
- Where does the SBU compete
- How Does the SBU compete – Value proposition

Company History

1949 - Onitsuka Co. Ltd in Kobe, Japan

1977 - ASICS "Anima Sana In Corpore Sano"

1990 - ASICS opened The Research Institute of Sport Science in Kobe.

Mission & Vision

'Our mission is to become the number one brand for the sports enthusiast.'

Vision: "create quality lifestyle through intelligent sport technology"

How to achieve it?

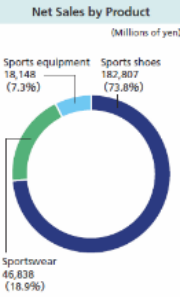
- technological advancement
- incessant research

Chosen SBU

Footwear



Sales 2012



Footwear



Sales 2012

Net Sales by Product

(Millions of yen)

