



P Political	E Economic	S Sociological	T Technological	L Legal	E Environmental
<ul style="list-style-type: none"><li>• Varying regulatory frameworks</li><li>• Trade policies</li></ul>	<ul style="list-style-type: none"><li>• Fluctuations in currency exchange rates</li><li>• Economic stability of markets</li></ul>	<ul style="list-style-type: none"><li>• Consumer trends towards health and fitness</li><li>• Growing demand for athleisure and sustainable sportswear</li></ul>	<ul style="list-style-type: none"><li>• 3D printing for shoe production</li><li>• Smart fabrics for enhanced performance</li></ul>	<ul style="list-style-type: none"><li>• Patent protection for innovations</li><li>• Labor laws</li><li>• Malignant competition</li></ul>	<ul style="list-style-type: none"><li>• "Parley for the Oceans" collection</li></ul>

# Pestle Analysis Of Adidas

**Eunsuk Hur, Caroline  
Hemingray, Stephen Westland**



## **Pestle Analysis Of Adidas:**

*Proceedings of the 3rd International Conference on Building Innovations* Volodymyr Onyshchenko, Gulchokra Mammadova, Svitlana Sivitska, Akif Gasimov, 2021-09-22 This book gathers the latest advances innovations and applications in the field of building design and construction by focusing on new design solutions for buildings and new technologies creation for construction as presented by researchers and engineers at the 3rd International Conference Building Innovations ICBI held in Poltava Baku Ukraine Azerbaijan on June 1 2 2020 It covers highly diverse topics including structures operation repairing and thermal modernization in existing buildings and urban planning features machines and mechanisms for construction as well as efficient economy and energy conservation issues in construction The contributions which were selected by means of a rigorous international peer review process highlight numerous exciting ideas that will spur novel research directions and foster multidisciplinary collaborations

**Adidas Marketing Strategy - An Overview** Arkadi Borowski, 2011-10-26 Seminar paper from the year 2011 in the subject Business economics Offline Marketing and Online Marketing grade 2 0 International Business School Lippstadt language English abstract The Adidas group headquartered in Herzogenaurach Germany was built on 18th August 1920 by Adolf Dassler The brand and its products celebrated their first worldwide success in 1954 after the German have won the soccer world championship After some commercial disappointments in the middle 80 s the family enterprise had to open up for investors In 1995 followed the initial public offering on Frankfurt s exchange market To stay competitive to Nike on the US market the company had taken over Reebok in 2006 Furthermore the company has worldwide 169 subsidiaries and had total revenue of 11 990 Mio Euros in 2010 The company uses the image of its brand and the available amount of capital to sponsor many sports events such as soccer championships Olympic Games or Paralympics and many more In 2012 Adidas will be the official sportswear partner of the Olympic Games and the Paralympics in London Additionally Adidas high qualified experts and its international network of suppliers make the company a competitive manufacturer of sporting goods

**Corporate Strategy** Robert Dransfield, 2001 Part of a series which aims to reflect the changing face of the economic climate and business world The books contain the latest information and thinking in their areas and are specifically focused to the needs of AS A level and first year undergraduate students

**Nike Inc- Complete Analysis** BANKIM CHANDRA PANDEY, 2017-11-27 Nike competitor analysis Adidas Adidas worldwide revenue is around 16 billion US dollar and has the brand valuation of around 7 billion US dollar Adidas is one of the biggest Nike competitors The main advantage of this company is its brand value and having a strong subsidiary in Reebok Reebok The company has world revenue three billion US dollar and brand valuation of around one billion US dollar It is a subsidiary company of Adidas which operates independently The company is mainly famous for its designer footwear for sports Puma The company has revenue around 3 4 billion and third Nike competitor which is known for its running shoes and sports apparel The founder of Puma and Adidas were brothers but they got separated in 1948 Adidas is

far ahead of Puma but Puma is global Nike competitor Although Puma lacks in sports sponsorship revenue generated by Puma is enormous Fila The company is one of the largest manufacturing companies in footwear brand Fila is not the premium category in comparison to Nike The fila adopt penetration pricing technique by giving the cheaper branded product in comparison to NIKE The company main policy revolves around cost advantage then its design or differentiation

**Introduction to Business** Heidi M. Neck, Christopher P. Neck, Emma L. Murray, 2023-01-24 Introduction to Business ignites student engagement and prepares students for their professional journeys regardless of their career aspirations Best selling authors Heidi M Neck Christopher P Neck and Emma L Murray inspire students to see themselves in the world of business and to develop the mindset and skillset they need to succeed A diverse set of impactful examples and cases from inspiring startups and small businesses to powerful corporations illustrate how businesses can prosper and create positive impact Strategic Management Analysis of Adidas. Conditions in the Sports Equipment Industry and Available Resources Anonym, 2015-01-20 Seminar paper from the year 2011 in the subject Business economics Operations Research grade 2 0 Ashcroft International Business School Cambridge Anglia Ruskin University course Strategic Management language English abstract This paper aims to evaluate conditions in the market environment in which adidas operates Not only the sports equipment industry itself the micro environment is looked at but also the wider macro environment Additionally adidas critical success factors are outlined its resource capabilities are evaluated highlighting threshold and unique resources and the company s core competences are specified Using a SWOT analysis conclusions are drawn by assessing how well the strategic capabilities of adidas fit the environmental factors relevant to the company *Fashion Trends and Forecasting* Eunsuk Hur, Caroline Hemingray, Stephen Westland, 2025-03-17 Fashion Trends and Forecasting explores how designers merchandisers buyers marketers and strategists use fashion trend forecasting to predict upcoming trends and understand past or current ones It explains the importance of trend forecasting for businesses and how technology such as artificial intelligence can help to advance it for the future Addressing both macro and micro trends including fashion styles textiles and colour trends as well as the impact of technology such as AI and the metaverse the book offers guidance on how fashion students can address fast changing consumer needs and demands and identify wider shifts in the cultural environmental political and technological worlds Case studies from globally recognised organisations feature in every chapter highlighting and contextualising theory for students Discussion questions further reading and exercises help facilitate class discussion and deeper understanding Designed to equip the reader with Fashion Forecasting tools methods and principles in an accessible and clear way this text is recommended and core reading for students studying fashion forecasting fashion buying and fashion marketing Supplementary online resources can be found at [www.routledge.com/9781032541860](http://www.routledge.com/9781032541860) and include a short instructor s manual of points to be used for seminar discussions and chapter by chapter PowerPoint slides for instructors International Business, International Adaptation Shad Morris, James Oldroyd, 2023-09-20 With the incisive and

comprehensive exploration of international business in the modern world in this edition of International Business an accomplished team of educators and business practitioners delivers a revitalized approach to the discipline that brings international business to life This edition of the book includes one of a kind chapters on sustainability poverty and innovation as well as explorations of the COVID 19 pandemic and its effects on commerce the business implications of social and civic justice race and inequality debates and new case studies including one on equity diversity and inclusion at Microsoft The book efficiently prepares students for the global economy and transforms the authors impressive international experience at multinational corporations into an indispensable pedagogical resource This international adaptation further strengthens the bond between the readers and the contemporary world of international business through the introduction of new case studies caselets illustrations and exhibits related to India Australia bilateral trade association solar mamas of Sudan evolution of Islamic banking in Tanzania McDonald s kosher menu in Israel and so on It takes us through the emerging factors affecting the international business such as digital transformation and global supply chain strategies post COVID 19 Critical thinking questions added at the end of each chapter will encourage the students to think analytically and delve deeper into the topic

**Fashion Entrepreneurship** Caroline Swee Lin Tan,Saniyat Islam,2026-04-02 This new book is designed to provide a practical and comprehensive guide to fashion entrepreneurship empowering readers to transform their creative ideas into a viable fashion business Providing a comprehensive overview of both the commercial and creative aspects to building a fashion business this textbook also incorporates perspectives on the major sustainability and ethical issues that are salient in the fashion industry today Chapters cover a wide range of topics including customer discovery and validation the Lean Startup approach and minimum viable products research strategies market and trend analysis sustainable sourcing and ethical supply chains branding and marketing e commerce legal and financial considerations leadership and organisational culture performance measurement and strategies for global expansion Each chapter includes pedagogical features such as learning objectives summaries discussion questions and suggested further reading lists which help to reinforce these key concepts Case studies learning activities and real world examples are also featured throughout this book allowing students and practitioners to apply these concepts to their own businesses This textbook provides key reading for undergraduate and postgraduate students studying fashion entrepreneurship fashion business fashion management studies and related disciplines It is also suitable for aspiring fashion entrepreneurs and professionals within the fashion industry seeking to learn about new business models sustainability and innovation in the fashion and textile industry Online resources for this textbook include slide decks instructor manuals and a test bank for each chapter as well as course guides for the entire book

*Managing People in the Hybrid Workplace* Kay Maddox-Daines,2023-05-23 *Managing People Effectively in a Hybrid Workplace* is designed to ensure that both aspiring and experienced people professionals are equipped with in depth knowledge of how workplace structures are being disrupted by new technology and working models It explores analytics and

capability to provide evidence based insights that can shape employee experiences support adaptation to changing business conditions navigate risk drive workplace performance harness collaboration and open up new possibilities for HR and the organisation The book has been designed both as a text to support students studying HRM on university programmes and as a handbook for professionals wishing to update their knowledge in contemporary HRM The book also supports the core and specialist knowledge and core behaviours in the CIPD Profession Map      CBSE Class 12 - Entrepreneurship - 10 Sample Papers Mocktime Publication, CBSE Sample Papers Class 12 Entrepreneurship      The strategies of the sportswear industry, 2018-07-17 Seminar paper from the year 2017 in the subject Business economics Business Management Corporate Governance grade 2 0 University of applied sciences Munich language English abstract This text provides an overview of the strategies Adidas Nike and Under Armour implement to compete in the sports apparel industry Adidas and Nike but also Under Armour to some extent are leveraging from a high bargaining power over their suppliers due to a strong and global supply chain With the increase in E Commerce stores and sporty fashion trends the customer has a lower switching cost making the sportswear industry very competitive The sportswear industry consists of 6 strategic pillars brand portfolio innovation markets team supply chain and sustainability Nike and Adidas compete for the highest market share and try to create a global corporate culture exploiting their history and core values Sustainability has become a big concern in terms of the unethical supply chain strategy Under Armour on the other hand is focusing to expand and compete with the big players in the sports industry with its unique innovation strategy to produce advanced sports products to enter new markets and reach more customers      **Financial Statements and Company Environmental Analysis of Adidas AG and Puma SE.** Tim Felix, 2023      **A Financial Analysis of the Sports Manufacturer ADIDAS** Patricia Seitz, 2015-07-15 Seminar paper from the year 2014 in the subject Economics Finance grade 1 3 Fairleigh Dickinson University Metropolitan Campus language English abstract The present study includes a financial analysis of the sports goods manufacturer Adidas Group AG and its subsidiaries This is important to understand the further course of the work which falls under all Adidas Group AG The main feature of this paper is to calculate the ten different financial ratios and evaluate them For this a comparison of the key corporate figures and secondly a comparison with companies from the same industry is made The following is an overview of sponsor contracts in the company and current status in the sport industry The result of the analysis shows that this sporting goods manufacturer is indeed represented worldwide but mainly in Europe and should therefore invest more in the American market      A Financial Analysis of the Sportswear Company Adidas AG Miriam Rudolph, 2016-03-23 Seminar paper from the year 2016 in the subject Business economics Operations Research grade 82 Distinction course MBA language English abstract This report presents a financial analysis of the sportswear company Adidas by comparing different financial ratios over time and with its most identical competitors It further reviews Adidas s position in the financial markets and evaluates returns in relation to the level of risk associated from an investor perspective Following are the key findings Despite stable

sales Adidas s financial performance declines considerable in 2014 leaving the company far behind its main rival Nike A comparable high debt level exposes Adidas to increased financial risk Adidas s dividend yield is the highest in the industry A sharp fall of the EPS in 2014 leads to a significant share price drop

**Nike Inc- Strategic Audit** Bankim Chandra Pandey,2017-11-21 Introduction 5Company history 6Nike competitor analysis 71 Adidas 72 Reebok 73 Puma 74 Fila 75 Converse 86 New balance 87 Under Armour 88 K Swiss 89 Asics 810 Li Ning 8PESTLE ANALYSIS 9Political 9Economic 9Social analysis 9Technological 9Legal 10Economical Environmental 10Major acquisition 10Financial analysis 10Major products 13Major sponsorship of sporting activities 13Importance of advertising campaign 14Corporate social responsibility 15Nike s plans for the CSR include 15Advantage to company 16Advertising 17Marketing Strategy 17Sponsorship adadvantages 18Social media 19Inventory management 19Control and implementation 19Contingency planning 20Pricing strategy 21Channel distribution 21Retail approach 22SWOT Analysis 22Strength 22Weakness 22Opportunity 23Threats 23Conclusion 23References 24

*Strategic Financial Management - Analysed company: adidas AG* Andreas Klein,2007-10-25 Seminar paper from the year 2007 in the subject Business economics Miscellaneous grade A University of Bradford School of Management course Strategic Financial Management language English abstract The valuation of a company is fundamental for financial and strategic decision making One of the first structured approaches to assess the value of a company was the so called Shareholder Value Analysis developed by Rappaport 1986 Heidentified value drivers in three different areas namely Finance Investment and Business The theory says that improvement of these value drivers leads directly to an increase in shareholder value Spencer and Francis 1998 In this assignment the company to be evaluated namely adidas will be presented and then analysed concerning the value delivery in recent years After that different methods of company valuation will be explained and applied to adidas The assignment will finish with a critical appraisal of the findings

**Two Leading Global Players on the Sportswear Market - a Comparative Analysis of the Marketing Strategies of Nike Vs. Adidas** ,2013

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