



اُنْبُوْا سِيَّتِي تَتِيكُونُو لِي اِيْنَ اَمَّا رَا
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MARA



COMPANY ANALYSIS ADIDAS GROUP

ENT600 – TECHNOLOGY ENTREPRENEURSHIP

CASE STUDY

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EXECUTIVE SUMMARY

This study aims to find out the product's shortcomings and make it a better product. This company is currently headquartered in Germany, where Adolf Dassler founded it in 1924 and successfully expanded it to over 350 brand-store locations throughout the country, including Germany, Australia, Canada, India, Korea, Mexico, Poland, Romania, South Africa, Sweden, and Turkey. It was Europe's largest sportswear manufacturer, and a three-stripped trademark traditionally identified its products.

SWOT analysis was used to evaluate the company's strengths, weaknesses, opportunities, and threats in the real business world. As a result, the identified needs and requirements came from the existing customers of this company. There are many issues with this topic. The main problem with this backpack is that nothing is secured inside, so it lacks security. In addition, the materials used are flimsier and more easily absorb water. Then there's the appearance, which is identical to that of the competition.



An analysis of the issues followed these to see how the company could overcome them and meet customer needs while incorporating innovation into the next Product Development project. Then, to resolve the issues, the backpack took a variety of approaches. As a result, every problem has multiple solutions that the bag could implement to improve the product.

2.3 Products / Services

Adidas mainly manufactures clothes, footwear, sportswear, sports equipment, and toiletries.

Adidas manufactures the following products:

Table 2 Products of Adidas

<p>Apparel and Sportwear</p>	<p>Adidas provides a variety of apparel items, including men's and women's t-shirts, jackets, hoodies, jeans, leggings, and sportswear jersey.</p>	
<p>Footwear</p>	<p>Adidas presently produces a variety of running and leisure shoes, such as the Energy-boost and spring-blade trainers. Adidas skating also creates skateboarding-specific shoes, as well as redesigns of earlier skateboarding styles. Signature versions made by team riders are also released by the brand.</p>	
<p>Sport Equipment</p>	<p>Baseball and golf equipment from Adidas comprises footwear, shirts, shorts, pants, outerwear (wind suits), base layer, and eyewear.</p>	