



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

ADIDAS AG

ENT 600 – TECHNOLOGY ENTREPRENEURSHIP: CASE STUDY

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
PROGRAMME : CS240 - BACHELOR OF INFORMATION TECHNOLOGY (HONS)
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EXECUTIVE SUMMARY

Adidas company historical data shows that they have been successful with expanding their business in sportswear industry since 1920. Adidas' innovations were not restricted to footwear but applied to any type of sports equipment.

The aim of this assignment was to study the products that has been manufactured by Adidas. In this case study, the Adidas shirt is being identified and analyzed in order to figure out a better solution that can be adopted in the Adidas company to improve the existing product for business development growth. Furthermore, a SWOT analysis has been carried out in order to strengthen the company's strengths and to identify initiatives to improve the company's weaknesses. The analysis includes company strength, weakness, opportunities, and thread in existing Adidas sport shirt



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2.3 Products / Services

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

Adidas manufactures the following products:

Product	Description
<p data-bbox="342 552 667 583">Apparel and sportswear</p> 	<p data-bbox="1011 552 1414 804">Adidas provides a variety of apparel items, including men's and women's t-shirts, jackets, hoodies, jeans, leggings, and sportswear jersey.</p>
<p data-bbox="342 1188 480 1220">Footwear</p> 	<p data-bbox="1011 1188 1414 1766">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>