



UNIVERSITI TEKNOLOGI MARA

CAWANGAN KELANTAN

FACULTY OF BUSINESS MANAGEMENT

(BM111)

MGT 321

**MOTIVATION OF
ADIDAS**

**LECTURER: MADAM NIK NOR HASIMAH BINTI NIK
ISMAIL**

PREPARED BY:

SITI ANIS SURIA BINTI ISMAIL	2007240518
NUR IZYANA BINTI IBERAHIM	2007288332
NORHAMIZAH BINTI AHMAD ROSLI	2007296386

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Thank you.....



ACKNOWLEDGEMENT

Our project here is all about “Adidas”. As we all know that Adidas is a product well established in market since 80 years ago. For over these years the Adidas Group has been part of the world of sport on every level, delivering state-of-the-art sports footwear, apparel and accessories. Today, the Adidas Group is a global leader in the sporting goods industry and offers abroad portfolio of products. Products from the Adidas Group are available in virtually every country of the world.

Adidas Sport Performance focuses on offering functional and innovative products and all our sports categories. Our top five priorities are running, football, basketball, tennis and training. We currently hold the no 1 or no 2 position globally in each of these categories. Exciting new products are introduced within these categories every season in 2005, our major initiatives will again include further commercialization of our key technologies, special attention to the running and basketball categories and the global advertising campaign titled “impossible is nothing”.

Adidas launched the “Impossible Is Nothing” brand campaign in 2004 with tremendous success and we will continue to strengthen this message in 2005. We will present “Impossible Is Nothing” in innovative and challenging ways and use it to further inspire and involve our consumers. As in 2004, we will celebrates the power of sport and demonstrate our confidence that “Impossible Is Nothing”. The fully integrated communication campaign will feature numerous Adidas athletes from various sports who shares our desire to surpass limits and to challenge the impossible.

History

For more than 80 years, the adidas Group has been part of the world of sports on every level, delivering state-of-the-art sports footwear, apparel and accessories. Today, the adidas Group is a global leader in the sporting goods industry and offers a broad portfolio of products which are available in virtually every country of the world. Our strategy is simple: continuously strengthen our brands and products to improve our competitive position and financial performance.

We have offices in more than 55 countries and 50 nationalities represented amongst our staff at the Group's Headquarters in Herzogenaurach, Germany. We have more than 150 subsidiaries and source products from a multi-tiered external supply chain in more than 60 countries. Our brands are visible all over the world and sponsor global sports events such as the Olympic Games.

So as a truly global business in the sporting goods industry, the adidas Group is continually confronted with a variety of challenges that arise from our commitment to striking the balance between shareholder interests and the needs and concerns of our employees, the workers in our supply chain and the environment, or in short in our aim to become a sustainable company.

