



# **ENT600 TECHNOLOGY ENTREPRENEURSHIP**

## **CASE STUDY**

### **PRODUCT ANALYSIS OF ADIDAS**

**Hiking Backpack**



**FACULTY / PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION  
BACHELOR OF SPORTS MANAGEMENT (SR 241)**

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## **1.0 EXECUTIVE SUMMARY**

First of all, the journey of this company started from 1900 which was in the wash room until they mostly conquered the world of industry in their prospect. Adidas started in the small town in Bavaria, Germany. The founder of adidas was Adi Dassler. He was startup the business in his mother's wash kitchen. The first move of Adidas Dassler was in 1924 that he registered the 'Gebruder Dassler Schuhfabrik' and the first mission was to provide athletes with the best possible equipment. school. The first award that make their glory of journey was the first gold medals in Amsterdam in 1926 won by Lina Radkel.

Next, Adidas Group is a one gigantic company who mark up its name on global stage as one of the top sports brand company. This spectacular brand not only well known regarding its famous sports footwear product line, it also nowadays had been introduced to the world as a brand for lifestyles, either for casual, formal or informal apparel, accessories also gear.

As refer to this assignment, my case study was covered of the investigated about one of this compony product. The product that has been chosen is Adidas bag pack for hikers. In order to determine the problems of the products, I am used a SWOT analysis, which involving analysis of the product's Strength, Weakness, Opportunity and Threat, had been conducted.

## 2.2 MISSION

The Adidas Group strives to be the global leader in the sporting goods industry with brands built on a passion for sports and a sporting lifestyle. We are committed to continuously strengthening our brands and products to improve our competitive position.

## 2.3 OBJECTIVE

Designing the product that is not getting obsolete in very near future and run-in long-term approach.

## 3.0 PRODUCT ANALYSIS

