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CASE STUDY: PRODUCT ANALYSIS OF ADIDAS GROUP



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Nur Qamarina Binti Hasri

EXECUTIVE SUMMARY



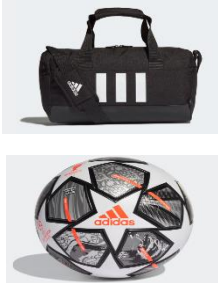

Adidas Group is a one gigantic company who mark up its name on global stage as one of the top sports brand company. This spectacular brand not only well known regarding its famous sports footwear product line, it also nowadays had been introduced to the world as a brand for lifestyles, either for casual,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

As referring to this assignment title itself, this case study had been conducted to investigate this well know company, the Adidas Group, specifically one of its attention grabber gear, the Adidas body vest protector. In order to determine the problems of the products, SWOT analysis, which involving analysis of the product's Strength, Weakness, Opportunity and Threat, had been conducted.

Through SWOT analysis, it is figured out that the main problems of the Adidas body vest protector is the body part of the vest being quite uncomfortable and not functioning well. The body part became a problem when it is clearly emitted the stiffness of the body. This criterion worried the consumers as stiffness body vest gives them an uncomfortable feeling and somehow, lead to minor-to-moderate grade of injury.

By furthering details in research on the products, it is recommended that Adidas use the suggested solution in order to resolve the emerging problems. As for the main solution which had been suggested was to add on more durable foam on the body vest protector structure. Adding more durable foam will simply grant the consumers their comfortability when wearing the body vest protector also guaranteed of their personal safety, free from any harmful injury.

2.3 Product/Service

Type of Product/Service	Classification of Product/Service	Description
<p>1) Footwear</p> 	<ul style="list-style-type: none"> - Football - Running - Training - Basketball - Tennis - Golf - Outdoor - Sport Inspired 	<p>Adidas had produced footwear which can fulfill customer's different demands or needs either for sport specific, for outdoor or for sport inspired purposes.</p>
<p>2) Apparel</p> 	<ul style="list-style-type: none"> - T Shirt, Polos & Tank Tops - Jerseys - Hoodies & Jackets - Sweatshirt & Tracksuit - Pants, Tights, Short, 	<p>Adidas had come out with varieties of apparel, either for exercising, casual or formal event which guaranteed a comfort throughout wearing.</p>
<p>3) Accessories</p> 	<ul style="list-style-type: none"> - Bags & Backpacks - Training Bags - Caps & Headwear - Gloves - Balls - Socks - Face covers 	<p>Adidas had providing a wide selection of eye-catching yet elegant accessories to be selected by customer for casual or sporty purposes.</p>
<p>4) Gear</p> 	<ul style="list-style-type: none"> - Shin guard & Straps - Arm guard - Head gear - Body Vest Protector - Groin guard - Kicking Target 	<p>Adidas had followed trends and demands from their customers by supplying for high quality safety and martial arts practicing equipment and gear.</p>

(Table 3: Product/Service by Adidas)