

Short Title: All About Adidas

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Our student team, all from different majors outside of the School of Business, conducted substantive research about a public company as part of our Introduction to Business course requirement. Topics included: company history and evolution, mission and goals, products produced to fulfill mission/goals and relevant marketing strategies for those products, an in-depth analysis of financial statements, and analysis of company strengths, weaknesses, opportunities, and threats to success.

Adidas has evolved from a small family-owned company focused on enhancing athletes' performance to a major force not only for professional, Olympic, and collegiate athletes but for everyday people with an active, on-the-go lifestyle. Adidas has an intense focus on research and development and their footwear line has expanded from running, track and field, basketball, football, and soccer to gymnastics and rock climbing. In addition to high quality footwear, the Adidas product line also includes tracksuits, performance wear, and their well-known slides, a popular college student mainstay. The Adidas logo is instantly recognizable everywhere.

Our financial analysis showed that although they are currently profitable and their stock price has increased dramatically in the past 10 years along with number of shares outstanding, they rely too much on debt financing which could be a potential problem. Overall, we concluded that although Adidas has many strong industry competitors, has a smaller market share than its primary competitor (Nike), and that potential tariff revisions may be a problem in the future, their recent product innovations into workout gear and streetwear, footwear innovation, and aggressive expansion into foreign markets along with their purchase of Reebok will lead to their continued growth and success.

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