



- In the small German village the world began its love affair with Adidas.
- In 1920, Adolf Dassler brought to life those three little stripes.
- he With his brother, Rudolph, Dassler manufactured his first sports shoes after realizing the need for performance athletic shoes.
- In 1948, the Dassler brothers separated to form their own two separate companies. Dassler formed Adidas and his brother formed Puma.

- **1948**

The Dassler and his brother Rudolph and Adolph, separate and two companies. Adi Dassler forms adidas-a combination of his nickname, Adi, and the first three letters of his last name a lowercase “a” is adopted to further distinguish adidas. He commences production with 47 employees.

- **1949**

Adidas adopts the trademark three-stripes.

- **1955**

The first license is given to a factory in India to manufacture adidas shoes.

- **1984**

Kathe Dassler dies, leaving the company to Horst, the Dasslers’ first-born.

- **1989**

Rob Strasser and Peter Moore of Sports Incorporated present adidas with the “Equipment” concept. The footwear and apparel line is introduced in 1991.



■ **Product**

- Core benefit is to satisfy customer's needs and wants.
- Caters for their wants.
- Constantly upgrading and improving product's innovative features and quality in order to satisfy its customers.

Price:

- It was able to penetrate market being priced cheaper than its competitors.
 - Uses market skimming.
- e.g. White T-mac 4 shoes being charged at a price higher than the other colours of the same brand.

■ **Promotion:**

Advertising commonly through mass media-
Television, internet, point of sale/purchase,
“Impossible is Nothing” campaign.

Place:

- Distribution of some of the products at various sporting outlets.
- Adidas Outlets.
- Online purchasing through e-commerce.



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- Set of all products offered for sale by a company.
- It consist of various product line.

Any company's product mix has four dimensions;

- 1. Width:** Number of different product lines carried by the company
- 2. Length:** Total number of items in the product mix of the company.
- 3. Depth:** Assortment of size, color and models offered in each item of a product line.
- 4. Consistency:** It refers to the relationship of various product line either in their end use, production requirement, distribution channel or other way.

Product Line of didas

- **Footwear**
- **Clothing**
- **Accessories**



Width: Considering Adidas Shoes, the width of the brand can be considered as Performance, Originals and Lifestyle, subcategorized into male and female shoes.



Length: it includes the total no. of items a company is dealing in .

Like Adidas is dealing in:

clothing

Footwear

Accessories (perfumes, Deodorants, watches, backpacks, duffle bags ,sippers etc.)



Performance

Men

Footwear (146)
Clothing (282)
Accessories (49)

Women

Footwear (71)
Clothing (193)
Accessories (64)



Original

Men

Footwear (52)
Clothing (81)
Accessories (16)

Women

Footwear (47)
Clothing (49)
Accessories (08)



Life Style(Y3)

Men

Footwear (24)
Clothing (- -)
Accessories (- -)

Women

Footwear (12)
Clothing (- -)
Accessories (- -)

Number indicates product available in market in particular segment

Depth: Under each width i.e. male and female shoes comes the depth of each category. For example under 'Performance', in male and female category both we find shoes of the following depth:

- Ø Football shoes
- Ø Running shoes
- Ø Training shoes
- Ø Basketball shoes
- Ø Outdoor shoes



Consistency: People who purchase the same product from the same store or manufacturer have built up a product image of what to expect each time they make a purchase. That's what gives a product meaning and value. This is how closely related the various product lines are in the end use.



di das mai n compet i t or s



- Nike



- Puma



- Lotto

ike

- Teamed up with apple Inc.
- Marketing strategy is an important component of the company's success
- Sells its product to more than 20,000 retailers in the U.S. including its own outlets and “niketown” stores and in approximately 140 countries in the world.
- “Just do it” and Joga Bonito” slogan.
- Turnover \$6.7 billion



Product mix and product depth like

Width of product mix

**Depth
of
product
mix**

Product category: <u>Shoes</u>	Product category: Clothing	Product category: Equipment
Training Sandals Running Basketball Tennis Lifestyle Soccer Walking Baseball	T-shirts Shocks Hoodies Shorts Sweatshirt Yoga wear Track pants Jackets	Sunglasses Golf gear Bags, bag packs Watches Sport monitoring items Sports audio equipment

In this presentation we have made you aware about the following points:

- Adidas, how it started and got its name
- History of Adidas
- Marketing mix of Adidas
- Product mix of Adidas
- Its competitors
- Nike – introduction financial analysis and its product mix

Thank You!

