

Sports footwear  
major players  
marketing essay



**ASSIGN  
BUSTER**

Indian sportswear esp. Sports shoes is still very nascent, the consumer is not very evolved, in terms of consumer preferences they still are very value conscious, they are not very technology conscious so if two shoes look the same and feel the same they will go for the cheaper one even though the other, the more expensive, might have more features. I think it will take a couple of years before the consumer evolves when people will start wearing IPL jerseys on a day like this. Right now you don't see people wearing even a Sahara India jersey (Team India jersey). Consumers are still are like not very sports fanatic and those days are like two-three years away."- SportzPower's Javed Farooqui

According to Survey conducted by [www. chooseyourshoes. eu/home-en](http://www.chooseyourshoes.eu/home-en) in 2004

REEBOK: Reebok is an American-inspired Sports and lifestyle brand, launched as a subsidiary of adidas in 2005. The brand name is derived from 'rhebok' - Afrikaans for antelope or gazelle - reflecting an energetic sprint towards transcending the unreachable. The widely popular sports shoes from Reebok in India are versatile enough to provide ankle support and grip on various terrains. Reebok's well-researched advanced footwear technologies such as EasyTone, Reeflex Run and Realflex make the shoes deliver on higher performance.

PUMA: Founded by Rudolf Dassler in 1948, puma is one of the largest Sports Brands in the world however Number 3 brand in India. It provides a variety of world class apparels, footwear and accessories to support your active lifestyle, no matter what your need. The exciting new range of products from

Puma in India begins with a sporty sense of style and heads right towards the higher echelons of fashion. The Puma online range of world class sports performance merchandise includes products that are tailor-made for football, running, Motorsports, golf, and sailing, to name a few.

**ADIDAS:** Adidas is of the largest sports manufacturers in the world, brings you an exciting range of sports clothing, leisurewear and high-performance shoes. Founded by Adolf (Adi) Dassler in 1949, the brand was born of an ambition to make the best sports shoes in the world. Since then Adidas has grown to become one of the most loved sports Brands across the globe. Adidas along with Reebok is Number 1 brand in India for sports shoes.

**NIKE:** A Sports brand to reckon with, Nike has achieved cult status across the world. The Nike ' swoosh' is one of the most recognized logos in the world. Founded in the year 1972, Nike began its mission to bring inspiration and innovation to every athlete in the world. Nike goal is to carry on his legacy of innovative thinking, whether to develop products that help athletes of every level of ability reach their potential, or to create business opportunities that set Nike apart from the competition and provide value for our shareholders. Nike has established a strong Brand Portfolio with several wholly-owned subsidiaries including Cole Haan, Converse Inc., Hurley International LLC, NIKE Golf, and Umbro Ltd. Headquarters is located near Beaverton, Oregon, a suburb of Portland. So while the Pacific Northwest is the birthplace to Nike, today we operate in more than 160 countries around the globe.

## **HISTORY OF VARIOUS BRANDS**

### **NIKE: “ IF YOU HAVE A BODY, YOU ARE AN ATHLETE”-HISTORY**

When Nike co-founder Bill Bowerman made this observation many years ago, he was defining how he viewed the endless possibilities for human potential in sports. He created in 1972, called Nike, and today those same words inspire a new generation of Nike employees.

It started with a handshake between two visionary Oregonians - Bowerman and his University of Oregon runner Phil Knight. They and the people they hired evolved and grew the company that became Nike from a U. S.-based footwear distributor to a global marketer of athletic footwear, apparel and equipment that is unrivalled in the world. The suppliers, shippers, retailers and other service providers, directly or indirectly employ nearly 1 million people, including 35, 000 Nike employees across six continents.

1950s- Bowerman began cobbling shoes for his runners. Phil Knight was a talented middle-distance runner from Portland, 1955 and competed for Bowerman's track program. He wrote a paper that proposed quality running shoes could be manufactured in Japan that would compete with more established German brands.

In 1994 NIKE signed a Brazilian World Cup winner Team. Also, signed with dozens of national men and women team across the globe.

In 1996 NIKE signed with the champ Golfer Tiger Woods for \$5M & same year he won with 12 strikes record also in Cycling - Lance Armstrong.

In 2002 NIKE started a secret Tournament Campaign it was 1st truly integrated global marketing effort except Big ads, athletes & products. Also supported World cup & created multifaceted consumer experience.

Dec. 2011: NIKE, Inc. has once again ranked highly on Climate Counts' annual scorecard of companies addressing sustainability and climate change. Nike ranks as a leader in the Apparel/Accessories sector in implementing strategies that align with our core businesses, supply chain, and how customers use our products.

2012: NIKE organized NIKE cup for Mumbai & Delhi people further promoting brand name NIKE.

## **REEBOK HISTORY**

1890-1930's: J. W. Foster and Spikes of Fire. Reebok's United Kingdom-based Ancestor Company was founded for one of the best reasons possible: athletes wanted to run faster. So, in the 1890s, Joseph William Foster made some of the first known running shoes with spikes in them. By 1895, he was in business making shoes by hand for top runners; and before long his fledgling company, J. W. Foster and Sons, developed an international clientele of distinguished athletes. The family-owned business proudly made the running shoes worn in the 1924 Summer Games by the athletes celebrated in the film "Chariots of Fire."

In 1958, two of the founder's grandsons started a company Reebok, named for an African gazelle. In 1979, Paul Fireman, a partner in an outdoor sporting goods distributorship, spotted Reebok shoes at an international trade show. He negotiated for the North American distribution license and <https://assignbuster.com/sports-footwear-major-players-marketing-essay/>

introduced three running shoes in the U. S. that year. At \$60, they were the most expensive running shoes on the market.

By 1981, Reebok's sales exceeded \$1.5 million, but a dramatic move was planned for the next year. In 1982, Reebok introduced the first athletic shoe designed especially for women; a shoe for a hot new fitness exercise called aerobic dance. The shoe was called the Freestyle™, and with it Reebok anticipated and encouraged three major trends that transformed the athletic footwear industry: the aerobic exercise movement, the influx of women into sports and exercise and the acceptance of well-designed athletic footwear by adults for street and casual wear. Explosive growth followed, which Reebok fueled with new product categories, making Reebok an industry leader.

In the midst of surging sales in 1985, Reebok completed its initial public offering (stock symbol is NYSE: RBK). A year later, Reebok made its first strategic acquisition, The Rockport Company. Rockport was a pioneer in using advanced materials and technologies in traditional shoes and the first company to engineer walking comfort in all types of dress and casual shoes. In the late 1980s, Reebok began an aggressive expansion into overseas markets and Reebok products are now available in more than 170 countries and are sold through a network of independent and Reebok-owned distributors.

Creating innovative products that generate excitement in the marketplace has been a central corporate strategy ever since Reebok introduced the Freestyle. In the late 1980s, a particularly productive period began with The

Pump® technology and continues today, with breakthrough concepts and technologies for numerous sports and fitness activities.

In 1992, Reebok began a transition from a company identified principally with fitness and exercise to one equally involved in sports by creating several new footwear and apparel products for football, baseball, soccer, track and field and other sports. That same year, Reebok began its partnership with golfer Greg Norman, resulting in the creation of The Greg Norman Collection.

In the late 1990s, Reebok made a strategic commitment to align its brand with a select few of the world's most talented, exciting and cutting-edge athletes. Since then, the company has focused on those athletes who represent the top echelon of sports and fitness.

In 2000, Reebok and the National Football League announced an exclusive partnership that serves as a foundation of the NFL's consumer products business. The NFL granted a long-term exclusive license to Reebok beginning in the 2002 NFL season to manufacture, market and sell NFL licensed merchandise for all 32 NFL teams. The license includes on-field uniforms, sideline apparel, practice apparel and an NFL-branded footwear and apparel collection.

In 2001, Reebok formed a long-term strategic partnership with the National Basketball Association under which Reebok designs, manufactures, sells and markets licensed merchandise for the NBA, the Women's National Basketball Association (WNBA) and the National Basketball Development League (NBDL), the NBA's minor league. Reebok secured the exclusive rights to

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supply and market all on-court apparel, including uniforms, shooting shirts, warm-ups, authentic and replica jerseys and practice gear for all NBA, WNBA and NBDL teams. Reebok also had exclusive rights, with limited exceptions, to design, manufacture, market and sell headwear, T-shirts, fleece and other apparel products for all teams in most channels of distributions. In 2006, Reebok transferred the NBA rights to the adidas Brand.

In 2002, Reebok launched Rbk – a collection of street-inspired footwear and apparel hook-ups designed for the young man and woman who demand and expect the style of their gear to reflect the attitude of their lives: cool and edgy, authentic and aspirational. Inspired by street fashion, Rbk's marketing is culturally relevant as well. With many of the industry's most marketable and valuable sports assets on its roster, Reebok rolled-out an integrated marketing campaign that fused together sports, music, technology and entertainment, and was designed to connect the Reebok Brand to millions of new consumers around the world. The global marketing campaign was launched in early 2002 and featured select Reebok athletes paired with some of the music industry's most successful hip-hop and rap artists. Reebok tapped into something the industry had not yet seen, and became a pioneer in the fusion of sports, music and technology.

In 2003 was a landmark year for Rbk. Reebok formed an unprecedented partnership with rap musician Jay-Z, which included the design and marketing of the " S. Carter Collection by Rbk," which launched in April. With the partnership, Jay-Z became the first non-athlete to have a signature athletic footwear collection. The launch of Jay Z's first shoe was extremely successful around the world. Later that year, Reebok teamed up with



another superstar of the rap world, 50 Cent. The result was the equally successful “ G Unit Collection by Rbk.”

In 2004, Reebok became the world’s leading producer of hockey apparel and equipment with its acquisition of The Hockey Company. The Hockey Company’s brands, CCM, Koho and Jofa, are among the most respected in the sport. Reebok has a long-term licensing agreement with the National Hockey League, under which the company serves as the supplier of authentic “ on-ice” game jerseys to all 30 NHL teams. It also has the exclusive worldwide rights to manufacture and market authentic, replica and practice jerseys using the names and logos of the NHL and its teams. Reebok also has exclusive agreements with the Canadian Hockey League, the American Hockey League and the East Coast Hockey League.

In early 2005, Reebok launched Rbk Hockey, a new and innovative line of ultra-high performance hockey equipment, sticks and skates and signed hockey phenom Sidney Crosby, who has lived up to his billing as the league’s next great player. In two short years, Rbk Hockey has become one of the most visible and in-demand hockey brands on the market. Reebok launched its largest global integrated marketing and advertising campaign in nearly a decade. “ I Am What I Am” is a multi-faceted campaign which links all of the brand’s marketing and advertising efforts under the “ I Am What I Am” umbrella. The campaign encourages young people to embrace their own individuality by celebrating their contemporary heroes. Celebrities featured in the campaign include music icons Jay-Z, Daddy Yankee and 50 Cent; top athletes Allen Iverson, Donovan McNabb, Curt Schilling, Kelly Holmes, Iker

Casillas and Yao Ming; screen stars Lucy Liu, John Leguizamo and Christina Ricci; and skateboarder Stevie Williams.

In January 2006, adidas-Salomon AG acquired Reebok, forever altering the worldwide sporting goods industry landscape. Shortly after the close of the acquisition, Reebok Chairman and CEO Paul Fireman announced he was leaving the company to pursue other interests, and Paul Harrington was named President and CEO of the Reebok brand. Today, the adidas Group, which includes the adidas, Reebok, TaylorMade-adidas Golf and Rockport brands is a global leader in the sporting goods industry and offers a broad portfolio of products. Products from the adidas Group are available in virtually every country of the world. Activities of the company and its more than 80 subsidiaries are directed from the Group's headquarters in Herzogenaurach, Germany.

In 2007 Reebok launched Run Easy, one of the most comprehensive running campaigns in the brand's history. The goal of the campaign was to inspire consumers around the world to fulfill their potential and celebrate their individuality. The message of the campaign was that while many other brands speak about the "blood, sweat and tears" of running, Reebok celebrated the camaraderie, joy and fun of running - Run Easy. In addition, Reebok's partnership with the National Hockey League took center stage with the unveiling the Rbk Edge Uniform System, a complete, team-wide redesign and re-engineering of the NHL uniform, and the opening of the NHL Powered by Rbk retail store in New York City. Reebok also launched its "There are Two People in Everyone" marketing campaign for the second half of 2007 in select regions. The global marketing campaign highlights

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Reebok's unique brand point of view of celebrating the individual's balance between sport and life. The campaign, featuring international sport stars such as Allen Iverson, Yao Ming, MS Dohni and Nicole Vaidisova, declared that there is more to an athlete than his or her sport.

In 2008 Reebok's global marketing campaign, 'Your Move' launched in March of 2008 and evolved Reebok's positioning as the brand that celebrates individuality and supports those who choose to do things their way.

Expressed as a global brand campaign, 'Your Move' was an invitation to people to do it their way in sport and in life. The 'what's your move?' ad was a literal expression of this philosophy: key assets including Thierry Henry and Alexander Ovechkin showed us their moves and invited consumers to show us theirs. In the summer of 2008, Reebok and driving ace Lewis Hamilton announced a multi-year partnership at a spectacular 3-D event in Amsterdam, home of Reebok's European Headquarters. At the event, Reebok unveiled "The Athlete within the Driver," gave media a rare insight into Hamilton's demanding fitness regime. Hamilton revealed how Reebok's Smoothfit training footwear and apparel range helped him to train better than ever before.

In February 2009, Reebok launched the Jukari Fit to Fly workout, the first in a series of initiatives to come out of a new, long-term partnership with Cirque du Soleil. Jukari Fit to Fly makes fitness fun again by introducing a new way to move. The workout has been created on a specially-designed piece of equipment called the FlySet. The result is a workout that gives the sensation of flying while strengthening and lengthening the body through cardio, strength, balance and core training.

Also in 2009, Reebok launched EasyTone footwear. Featuring first-of-its-kind balance pod technology, the shoe's proprietary technology was invented by a former NASA engineer.

In 2010, Reebok launched ZigTech, designed to conserve and return energy to the athlete for a soft and springy ride. The one-of-a-kind ZigTech bottom unit features an innovative, lightweight foam that is engineered into a dramatic, geometric, zig-zag shape. The unique zig-shaped sole absorbs the impact of heel strike and sends a wave of energy along the length of the shoe to help propel the athlete forward with each step. The brand also announced its long-term partnership with NBA standout John Wall. The point guard for the Washington Wizards debuted the ZigSlash during the 2011-2012 NBA season.

In 2011, Reebok formed a long-term alliance with one of the biggest fitness movements of our time, CrossFit. This movement is an experience that eliminates the anonymity of the big gym; involves a fun and motivating community and the program delivers incredible results.

Reebok also announced its long-term partnership with producer, artist and designer Swizz Beatz. Swizz brings his innovation, fashion design, music and artistic talents to help launch the 2011 Reethym of Lite campaign.

Additionally, Reebok also launched RealFlex, a first-of-its-kind running and training shoe designed to promote natural movement. RealFlex features 76 independent sensors on the bottom of the shoe strategically positioned to twist, bend, expand and support to help athletes' feet move naturally.

## **ADIDAS HISTORY:**

1949: 18 August - adidas is registered as a company, named after its founder: ' Adi' from Adolf and ' Das' from Dassler.

1950s: The ' Miracle of Bern'

1954 - The ' Miracle of Bern' Germany battle Hungary with a competitive advantage. They are wearing adidas soccer boots which for the first time feature removable studs.

1960s: Driven by a desire to help all athletes committed to performance, adidas manufactures equipment for what some consider " fringe sports". Unconventional high jumper Dick Fosbury launches himself up and over in adidas footwear.

1970s: The " adidas" team wins. Crowning moment: Franz Beckenbauer, the " Kaiser", raising the World Cup in victory salute. Germany had just beaten Holland 2-1 in the 1974 final.

1980s: After Adi Dassler's death, Adi's wife Käthe, his son Horst, and his daughters carry on the business.

1990s: Under the CEO Robert Louis-Dreyfus, adidas is moving from being a manufacturing and sales based company to a marketing company.

1995: Adidas goes public

1996: The " three-stripes company" equips 6, 000 Olympic athletes from 33 countries. adidas athletes win 220 medals, including 70 gold. Apparel sales increase 50%.

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1997: Adidas AG acquires the Salomon Group with the brands Salomon, TaylorMade, Mavic and Bonfire in December 1997. The new company is named adidas-Salomon AG.

1999: The integration of the new brands is gaining momentum. The new TaylorMade FireSole clubs boost sales. Salomon in-line skates take off with high double-digit growth during the first half of 1999.

2000: Following personnel changes, the new management initiates an ambitious Growth and Efficiency Program. Major sports events such as the European Soccer Championship EURO 2000™ and the Olympic Summer Games, where swimmer Ian Thorpe takes three gold medals, contribute to the company's success.

2005: The Salomon Group (including Salomon, Mavic, Bonfire, Cliché and Arc'Teryx) is being sold to Amer Sports in October 2005. The new adidas Group is focusing even more on its core strength in the athletic footwear and apparel market as well as the growing golf category. The legal name of the company will change to "adidas AG" in May/June 2006.

2006: adidas-Salomon AG acquires Reebok. The closing of the Reebok transaction on January 31, 2006 marks a new chapter in the history of the adidas Group. By combining two of the most respected and well-known brands in the worldwide sporting goods industry, the new Group will benefit from a more competitive worldwide platform, well-defined and complementary brand identities, a wider range of products, and a stronger presence across teams, athletes, events and leagues.

In November 2010, the Group unveiled its 2015 strategic business plan named “ Route 2015”. This plan is the most comprehensive the adidas Group has ever prepared, incorporating all brands, sales channels and Group functions globally.

On 3, November 2011: The adidas Group announced the acquisition of the outdoor specialist Five Ten. Five Ten is a leading brand in the technical outdoor market and within the outdoor action sport community. The brand represents an excellent addition to the adidas Outdoor portfolio and allows the adidas Group to expand into complementary market segments.

## **PUMA HISTORY**

1924 to 1948: The road that led to the PUMA shoe factory owned by Rudolf Dassler. Rudolf and Adolf Dassler found the company “ Gebrüder Dassler Schuhfabrik” [Dassler Brothers Shoe Factory] in Herzogenaurach, Germany.

1936 - Jesse Owens wins four gold medals at the Olympic Games wearing the Dassler shoes. Overall, numerous world class athletes sporting Dassler shoes win seven gold and five bronze medals as well as breaking two world and five Olympic records. 1948 - Rudolf Dassler founds PUMA Schuhfabrik Rudolf Dassler [Rudolf Dassler shoe factory]. It is officially registered on October 1, 1948. The same year, PUMA’s first football boot, the “ ATOM”, is launched on the market.

1952: The launch of the “ SUPER ATOM,” the world’s first screw-in boot, which Dassler launches in 1952, marks the beginning of a long-term and highly successful relationship between PUMA and football. PUMA is also successful in track and field:

1954 - Heinz Fütterer breaks the world record in the 100 meters in Japan, wearing PUMA running shoes.

1958 - PUMA introduces its trademark logo, the unmistakable PUMA form strip. In the same year, at the Football World Cup in Sweden, the PUMA boot is worn by players on both teams and is the only German-made football boot in the final.

1960 - PUMA partner Armin Hary continues the company's success story in track and field and wins gold in the 100 meters at the Olympic Games in Rome. In the meantime, PUMA makes more history in football. The world class football players Eusébio and Pél  are equipped with PUMA boots and PUMA develops the legendary " PUMA KING" football boot.

1970 — During the World Cup in Mexico in 1970, the " Player of the Tournament," P   leads Brazil to win the title wearing " PUMA KING."

1980 — The 80's are dominated by the tennis boom, triggered by Boris Becker and his spectacular victory in Wimbledon in 1985. As the youngest, first unseeded and German player, he wins the tournament, wearing PUMA shoes and sporting a PUMA racket & boots. Diego Armando Maradona sports PUMA boots during his first World Cup appearance in 1982 and went down in history with the " Hand of God" goal at the World Cup 1986.

1990 — PUMA KING player Lothar Matth us is crowned World Cup Champion with the German National Team in Italy. The team captain is also named " European Player of the Year," " World Cup Footballer," " World Athlete" and " ARD Top Goal Scorer of the Year".



2000-2011 — In the 21st century, PUMA has constantly set new trends and expanded its brand in the most spectacular ways: As a professional equipment supplier in motorsports (Ferrari, Renault), through cooperation agreements in design and fashion (e. g. Yasuhiro Mihara), with sensational football shirts for the Cameroon national football team (sleeveless and one piece), as the supplier of the Jamaican track and field team, as the sponsor of the 2006 World Cup Champions (Italy) and as a supplier of golf fashion. In 2008, PUMA sets sails for the first time by entering its own sailing yacht into the Volvo Ocean Race, one of the longest and hardest sailing races in the world and finishes the race in second place. At the 2009 World Championships in Athletics, PUMA again writes sport history: sprint hero Usain Bolt smashes the 100m and 200m world records. Africa at the Centre of the Football World - Sebastian Vettel F1 world champion, the year 2010 is marked by the Football World Cup in Africa, PUMA's home-away-from-home, and a milestone in motorsport. PUMA successfully kicks off the World Cup year at the Africa Cup in Angola with Egypt's Pharaohs winning the Cup of Nations for the third successive time. At the FIFA World Cup 2010 in South Africa PUMA sponsors seven football federations, including the African Teams Ghana, Cameroon, Ivory Coast and Algeria, alongside Italy, Switzerland and Uruguay. In November Sebastian Vettel of PUMA supplied Red Bull Racing becomes the youngest-ever Formula One champion at the age of 23 and is voted " German-" as well as " European Sports Man Of The Year 2010".

## **COMPARITIVE STUDY**

### **TITLE:**

**ADIDAS**

**REEBOK**

**NIKE**

**PUMA**

### **SLOGAN:**

“ Dream about Sports, win in reality.”

“ The sport of fitness is here!”

“ Break your barriers, just do it!”

“ A Sporty Lifestyle Par Excellence!”

### **LOGO:**

adidas. jpg

Reebok. jpg

1336044691-nike. jpg

PUMA. jpg

### **MILESTONE**

38th ranked in Corporate Knight’s list of the Global 100 Most Sustainable Corporations

In 1985 acquisition of ROCKPORT Company thus becoming leading company of US.

Nike placed 55 on BusinessWeek's in 2007. Top 100 Places to Launch A Career list. Students gave us even higher marks ranking us #14 based on a survey of 44, 000 undergraduates.

Industry leader in Sustainable issues by the Dow Jones Sustainability Indexes (DJSI)

In 2004, Reebok became the world's leading producer of hockey apparel and equipment with its acquisition of The Hockey Company.

March 25, 2011 — ACR gave Nike the Commitment to Quality award for leadership demonstrated in mitigating the company's climate impact.

1958 PUMA introduces trademark logo.

Improved performance of direct suppliers. Thus increasing overall capacity removing any bottleneck.

In 2005 ADIDAS Solomon AG acquired Reebok group. Thus changing forever its management.

To represent the highest service standard within and beyond our industry, building loyal consumer relationships around the world.

In 1970 Pele PUMA KING lead Brazil to become world champion

Publishing a roadmap to zero discharge of hazardous chemicals (ZDHC) in the supply chain by 2020

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March 3, 2011 — The magazine unveiled the 12th annual “ 100 Best Corporate Citizens List,” featuring Nike at number 10 on the list.

. In 1980 Tennis boom PUMA invested highly in Tennis sportswear.

Adidas launched 360 pure shoes, Sneakers, etc.

Reebok launched Freestyle, Easytone, Reeflex, etc.

Nike launched Nike lunar, Ballista & Basketball shoes.

PUMA launched atom, super Atom in 1990's. Latest Motosports & Running shoes.

London Olympics 2012 launched Toolkits. Taylor Made-adidas Golf business segment acquired Adams Golf

In 2007 Reebok launched Run Easy, one of the most comprehensive running campaigns in the brand's history.

## **MARKET SHARE**

ADIDAS & REEBOK claims 75% of market share in India.

Original Source Mckinsey

NIKE constitutes only 15% to 20% approximately.

PUMA claims 20% of Indian sports footwear

## **PRICING**

ADIDAS is one of the cheapest among sports shoes providers because of newly opened Indian plant.

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Reebok is costly.

NIKE moreover provides the competitive rate as ADIDAS & PUMA.

PUMA is the cheapest sports shoes provider among them.

## **PROMOTIONS**

Through Sportsman such as high jumper Dick Fosbury, swimmer Ian Thorpe, athletes & organizing & sponsoring sporting events.

Through golfer Greg Norman, sponsoring National Football League, various global promotion events such as “ Your Move” , etc.

Through Indian Cricket Team, Brazilian World Cup winner Team, Ms Dhoni Indian Cricket Captain, champ golfer Tiger Woods, etc. Customized Android Apps.

Through Yuvraj Singh, Lothar Matthäus athlete, formula One champion, players, FIFA Cup 2010 sponsoring, etc.

## **DISTRIBUTION**

Strong Distribution chains eliminated any non capacitive or bottlenecked intermediate allowed from 1C to 5C. It's available in more than 170 countries and sold through a network of independent and owned distributors.

## **UNIQUE SELLING PROPOSITION**

Distribution & Cost Effectiveness. Lowering the cost of production.

The ad campaign.

Tailor made shoes especially for Football, running, etc. Concentrating on sports market.

## **OVERALL OBSERVATION**

Try to remain the leader in Indian sports shoes by reducing the existing prices & improving distribution channel. However least concerned about stakeholders.

Maintain the prices & standard bringing leading advertisement & global promotions schemes.

Want to achieve the No 1 position as in other parts of world. Through mass sports promotion especially cricket & athlete. Also by launching shoes for Indian road comfort.

Concentrates over fairly untapped market in India through innovation.

Table 1. 1 Comparisons: Title and Company Information