

# Sports apparel research paper examples

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The three stores visited are Football Fanatics, Allsports, and Adidas sports apparel. Out of the three stores visited, the store with the greatest width and depth of sports apparel is Adidas Sports. According to Adidas sports apparel, they have some of the best sports apparel around. In terms of width the store is at the top of the list. This is because they have apparatus for all sports playing grounds. They have apparel for basketball, baseball, football and for many other mainstream sports. In addition, the stores product list also includes products from sports that are not popular in many markets. Such sports include American football (popular only in America), lacrosse, and skateboards.

In terms of depth, the store provides different products in each sport that they are involved in. The stores products include jerseys and shorts for the various teams. The store is currently involved in more than just the attire it is also involved in the branding of sports gear such as balls. Adidas is an example of a company that attaches excellence to its brand. The reason that the brand has been so successful is that they provide good quality products. Adidas provide products that are viable in a wide field range. This also includes fields such as the creative sports, the board games. They have the ability to advertise in these fields and provide for the cost that is required for these adverts to work. In basket basketball, they are involved in the production of vests as well as the shorts. These provide for the comfort and the capability of the sportsmen involved providing the strength required for the result. The company is also used in the provision of the attire used in many other sports such as football.

## **Works cited:**

Adidas. The art of sport: revolutionizing sport: USA America. 2009. Web.

[http://www.adidas.com/us/apparel-men-s/\\_/N-sxZu2](http://www.adidas.com/us/apparel-men-s/_/N-sxZu2)

" Football Fanatics - Sports Apparel, Shop, NFL, Jerseys, College, Merchandise, Fan, Sports Gear, NCAA, Store, Clothing." Football Fanatics - Sports Apparel, Shop, NFL, Jerseys, College, Merchandise, Fan, Sports Gear, NCAA, Store, Clothing. N. p., n. d. Web. 23 Nov. 2012. .

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