

Nike and adidas compare and contrast essay

[Business](#), [Company](#)



Both Nike and Adidas are sportswear companies whose products throughout many parts of the world are very popular and have been the top two leading sport companies in the sports industry. The purpose of this essay is to compare and contrast Nike and Adidas companies in terms of headquarters, market focus, sponsorships, marketing and advertising, price and product. Nike is an international US - American sportswear manufacturers.

It was founded by Bill Bowerman in the year 1972 and the slogan is “ Just Do It”. On the other hand, Adidas is a worldwide sportswears manufacturer based in Germany and founded by Adolf Dassler on 18 August 1949. The slogan is “ Impossible is nothing”. These two companies sell and offer a wide range of products for the customers and their products offered is mainly on sports wear for men and women. These companies also provide the customers varieties of footwear such as sports shoes, casual shoes, boots, sandals and stockings.

While they are selling similar products, Nike products are more expensive than Adidas because all Nike brand has high and advanced technology. Nike and Adidas have also been the top sponsors in the sports industry. Nike promotes its products by sponsorship agreements with celebrity athletes, professional teams and college athletic teams. In contrast, Adidas sponsors professional soccer, tennis, general athletics with mainly clothing. In terms of market focus, Retail is a key focus for Nike in connecting with consumers, both online and in store.

Whereas, Adidas are European market focus because Europe is the birthplace of Adidas with a long tradition of domination in the marketplace.

In conclusion, Nike and Adidas are both famous sports brand, people usually tend to compare them to each other and got a finally choice but I think price is a vital factor that influences consumers to make the final decision. Our behaviors proved that the products do value formoney. Nike and Adidas Compare and Contrast Essay Submitted by : Miss Sudarat Doungbanthao Submitted to : Aj. Emilyn R. Orlain Draft no. 2 Date. Friday, 23 December 2011

At present, in the market, we have many products launch everyday and theadvertisementcan't let the consumer know all new products available but I don't think it is true. In fact, the advertisement is a way to let consumer know what is new, different or available and also provides a useful information for shoppers in order to make the product known in the market. According to housewife Tanai Cohen, " There are too many new products on the market and it is impossible to find out about them without advertisements. Besides, I like trying new products"