

Adidas group essay sample



**ASSIGN
BUSTER**

The adidas Group strives to be the global leader in the sporting goods industry with brands built on a passion for sports and a sporting lifestyle.

We are committed to continuously strengthening our brands and products to improve our competitive position.

We are innovation and design leaders who seek to help athletes of all skill levels achieve peak performance with every product we bring to market.

We are consumer focused and therefore we continuously improve the quality, look, feel and image of our products and our organisational structures to match and exceed consumer expectations and to provide them with the highest value.

We are a global organisation that is socially and environmentally responsible, that embraces creativity and diversity and is financially rewarding for our employees and shareholders.

We are dedicated to consistently delivering outstanding financial results. Adidas' mission statement applies to both their online and offline companies. Their mission statement reads, " Our mission is to become the best sports brand in the world. To that end, we will never equate quantity with quality. Our founder Adi Dassler was passionate about sports. For Adi, the athlete came first. He gave those on the field, the court and the track the unexpected and the little differences that made them more comfortable and improved performance. This is our legacy. This is what the brand stands for. This will never change."

11. As we were hired by the company to redesign the logo and the tag line of the company with accordance to the target customer and our own vision and mission statement. So, we took a survey to know what customer expect out of the new ideology of the company to change its logo... as obvious what company will convey in its tagline it will deliver that to the customers. * 12.

WHAT COMES TO YOUR MIND WHEN YOU THINK OF WORD ADIDAS.... *

13. Value for money Innovation color *

14. New logo and tagline for

* 15. “ For those who are inspired by freedom”

* 16. -Symbol of freedom -Created world“ For those who are inspired by freedom” -Diversification *