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Adidas-Adidas worldwide revenue is around 16 billion US dollar and has the brand valuation of around 7 billion US

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**PESTEL ANALYSIS I.POLITICAL
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Adidas needs to consider the global political situation and the problems of domestic politics. As the political arena has a profound effect on the regulation of public

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and private enterprises, the ability to exploit consumers and other businesses has had to be adidas responded to the intensity and

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effectiveness of these issues.

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huge criticism due to its low wages policy in the third world regions. But, the fact is that the manufacturing cost is really low in these regions. So, counterfeit products are

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one of the major challenges for Adidas. But, they have design patents to counter these issues.

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analyses the brand on its business tactics.
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various external factors like political,

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economic, social, technological (PEST)
which impacts its business along with legal
& environmental factors. The PESTLE
Analysis highlights the different extrinsic

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scenarios which impact the business of the brand.

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presents an understanding of the powerful internal and external factors influencing the brand and its operations. 2. The SWOT analysis report constitutes all the internal

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strategic factors that represent the major strengths and weaknesses of the Adidas Group. 3.

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Pestle Analysis Of Adidas). The method of
???? analysis is presented in (Table 1).
Table 1 ???? analysis method. Groups of
factors Events/ factors Threats/ Possibilities

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Likelihood of an event or manifestation of a
factor The importance of a factor or event
Influence on the organization Action

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23/1/2015 · We thought it best to conduct a PESTLE analysis to give us the best insight into the inner working of adidas and compare their Micro and Macro Factors.

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PESTEL analysis is a framework or tool used by marketers to analyse and monitor the macro-environmental (external marketing environment) factors that have an

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impact on an organisation.

29/9/2018 · 2.0. Adidas External business
environment Analysis (PESTEL Analysis)

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2.1. Political factors. Adidas is an established company which supply, distributes and ships its products globally and therefore, it is required to abide by

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international supply chain procedures and follow political procedures as well when doing business online.

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Here are the crucial areas we cover while working on Adidas Pestle analysis. Your pestle analysis of the Adidas case study will be drafted to perfection by highlighting all

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key Political factors. These include international trade agreements, product safety laws, labor laws, and more. We are dedicated to working on your Adidas Pestle

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analysis ...

**PESTLE Analysis works well in
conjunction with SWOT Analysis as it**

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helps in identifying internal risks associated with project . This article discusses PESTLE meaning , its historical background , its various forms , step by step

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method to identify the risks , its advantages
and disadvantages ...

PESTLE Analysis Analysis of Political,

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Economic, Social, Technological, Legal, and Environmental factors, which the company cannot control but have an impact on business. Chilling effect In a legal

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context, a chilling effect is the inhibition or discouragement of the legitimate exercise of natural and legal rights by the threat of legal

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**(PDF) ADIDAS GROUP Strategy Analysis
Pestel Analysis Political Adidas need to be
aware of the political state of the UK, the
same for the all other countries where they**

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have bases. As if the government is unstable, or there are any controversial policies, they may have a bad affect on

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dollar.

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same for the all other countries where they have bases. As if the government is unstable, or there are any controversial policies, they may have a bad affect on

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worldwide revenue is around 16 billion US dollar and has the brand valuation of around 7 billion US dollar. Adidas is one of the biggest Nike competitors. The main

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advantage of this company is its brand value and having a strong subsidiary in Reebok.

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various external factors like political,
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which impacts its business along with legal

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& environmental factors.

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and employees. Adidas is a world leading and valuable sports footwear and apparel brand. The company designs, manufactures and markets various athletic products like

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shoes, clothing, shirts, bags and watches
and other related accessories.

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and therefore, it is required to abide by international supply chain procedures and follow political procedures as well when

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