



Anta Fit+

IS6640, Semester B

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Analysis of competitive landscape

Overview of Anta

- Founded in 1991, it became a leading sports brand in China, covering professional, fashion and outdoor sports.
- Completed an omni-channel retail model through a multi-brand strategy and ERP system.

Porter's Five Forces analysis

Buyer bargaining power: Fierce competition in the market, need to provide valuable products continuously.

Bargaining power of suppliers: stable supply chain, but need to monitor raw material prices.

Threat of new entrants: High technological barriers, Anta fends off new entrants through branding and channel layout.

Threat of substitutes: international and local brands, Anta responds by acquiring brands and technological innovation.

Competitors: Global brands dominate the mid-to-high-end market, with fierce competition from local brands.

Competitive analysis of Nike and strategy comparison

Competitive Strategy Analysis from Balanced Scorecard Perspective

Perspective	Anta	Nike
Financial	Low prices lure budget consumers	Premium pricing and limited supply enhance brand image
Customer	Preferred suppliers: Multi-brand matrix, accelerated globalization strategy Customer partnerships: Low investment in customer interaction, brand loyalty needs to be improved by data analytics and personalization	Preferred suppliers: Coverage of over 190 countries. But Xinjiang cotton incident damaged reputation in China Customer partnerships: User engagement is increased through media and community activities: personalized experience through apps.
Internal Process	Localized and responsive production, but there is risk of trade restrictions	Globalized production with geopolitical risk due to reliance on manufacturing in Southeast Asia
Innovation and Learning	Product focus: Cost-effective and eco-friendly functional innovation Technology: Cloud logistics platform optimizes supply chain; less Advanced AI & Cloud Integration	Product focus: High-end technology-lead innovation, attracting quality seekers Technology: Cloud computing, AI and big data analysis to improve efficiency; RFID and smart fitting rooms for in-store experience; Risk of data leakage

Current SIS System

Scalable Mid-office System

Transfer station between service and data side
Integrates various business systems
(CRM, SCM, ERP, POS)

Advantages:

- Enhances program reusability
- Fuels cross-department collaboration

Disadvantages:

- Slow implementation of new product requirement
- Risks of long-term development delays

Outdated Running App

Location-based Service
PK Mode
Running Posture Monitoring

Disadvantages:

- Overly monolithic functionality
- Outdated version

Opportunities:

- leverage the strong Mid-office system
- The exit of Nike Run App from the Chinese market

Anta Fit+

Functional Modules

- **Run Club Feature**
- **Custom Running Shoes**
- **AR Virtual Try-On**

Run Club Feature

- **Goal :** To fill the gap in the market after the withdrawal of NIKE Running Club.
- **Functional description:**
Integrates health tracking, GPS and LBS technology.
Users can share routes and participate in challenges.
Get rewards and discounts through workouts.
- **Advantage:** Increase user stickiness and brand loyalty, provide a more convenient and integrated running experience.



Custom Running Shoes

- **Goal :** To meet consumers' individual needs.
- **Functional description:**
Allow users to customize running shoes based on shoe size, running patterns and arch type.
Uses sustainable materials to demonstrate the brand's focus on environmental protection.
- **Advantage:** Relying on smart factories to increase productivity, reduce lead times, and respond quickly to market and consumer needs.



AR Virtual Try-On Feature

- **Goal :** Enhance the user's online shopping experience.
- **Functional description:**
Users try on virtually through AR technology.
Virtual reality technology simulates running environment.
AI robot provides personalized equipment recommendation.
- **Advantage:** Improve user engagement, combine AR and VR technology to provide a more intuitive shopping experience, and enhance market competitiveness.



Competitive Advantages of Anta Fit+

Feature-rich

Comprehensive advantages through running clubs, customization features, AR fitting and Lookbook.

Competitive Differentiation

Combined with Anta's resources and user data in the Chinese market, it creates differentiated competition.



**THANK YOU FOR
LISTENING!**