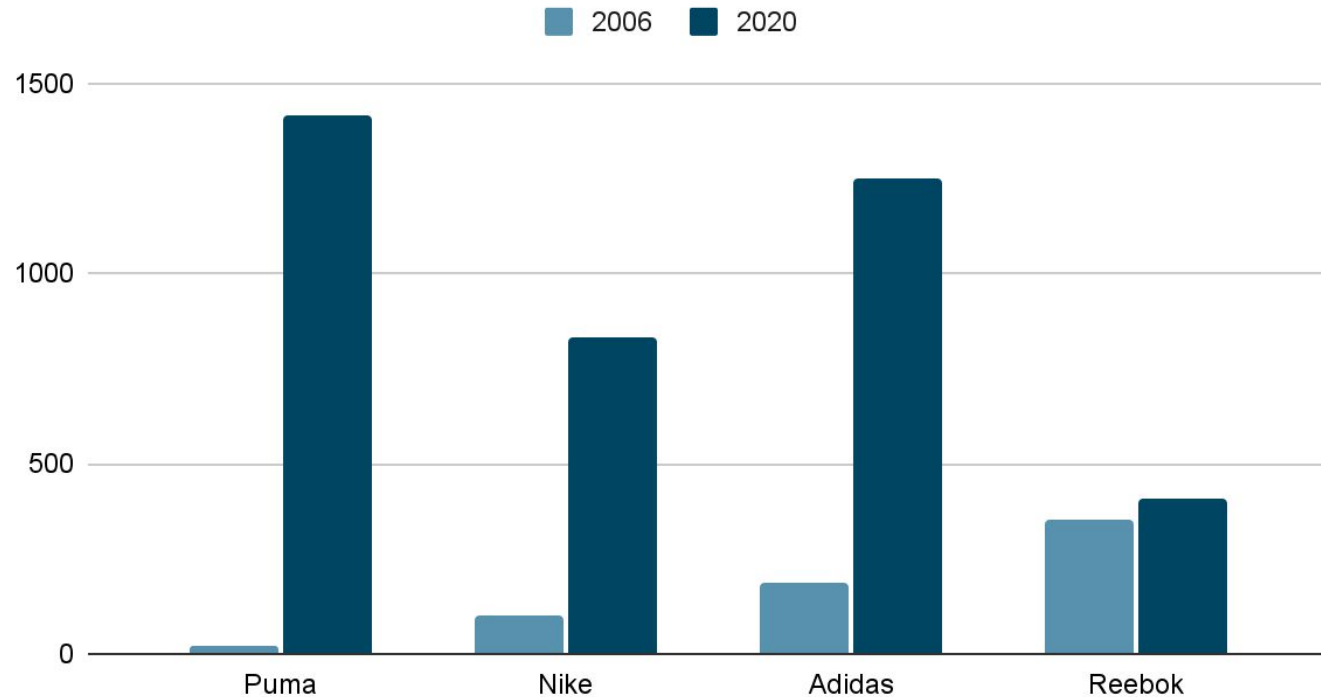


# **Business Case Study of INDIAN SPORTS WAR**

By  
Oishik Biswas

# Indian Sports Market

## Revenue in India in Crores (Rs.)



# Sports Industry Ambassadors in India

- 2006 : Adidas brand ambassador → Sachin Tendulkar
- 2006 : Nike brand ambassador → Indian Cricket Team Jersey
- 2011 : Reebok brand ambassador → MS Dhoni, Yuvraj Singh
- 2018: Puma brand ambassador → Virat Kohli

# Sports Manufacturing Ambassadors in Indian Cricket



# Sports Manufacturing Ambassadors in Indian Cricket



# The Popularity of Reebok

- Style > Performance, marketed itself as a style brand.
- Major revenue and sales from footwear.
- Youth icons promotion.
- Not presented as a key to performance.
- Presented as a key to their style segment.
- Cultivation of both sports and fashion.

# The Popularity of Reebok





# Advantages of Fashion Brands

- For sports, Indians don't buy a lot of shoes.
- For fashion, Indians wear multiple shoes for multiple attires.
- Utility value of shoe is so generic, hardly people focus on the intricacies of their functionality.
- Indians care about long lasting affordable shoe.
- Casual shoes are cheap, not much functionality, aesthetics preferred.
- Very few shoe specialist as fashion segment.

# Downfall of Reebok

- Reebok India alleged Rs 8700 crore fraud, a commercial scam.
- Merger with Adidas not possible.
- Reebok market collapsed.
- Closed 300 of 900 stores.

# Opportunity of Puma

- Puma has 340 stores in 115 cities, 13% growth in store sales.
- Puma started to fill Reebok's place, engaging with the stores left by Reebok.
- Developed products after identifying customer needs.
- Started to endorse themselves as lifestyle brands.
- Fashion inspirational brand, dynamic designs, stylish products.

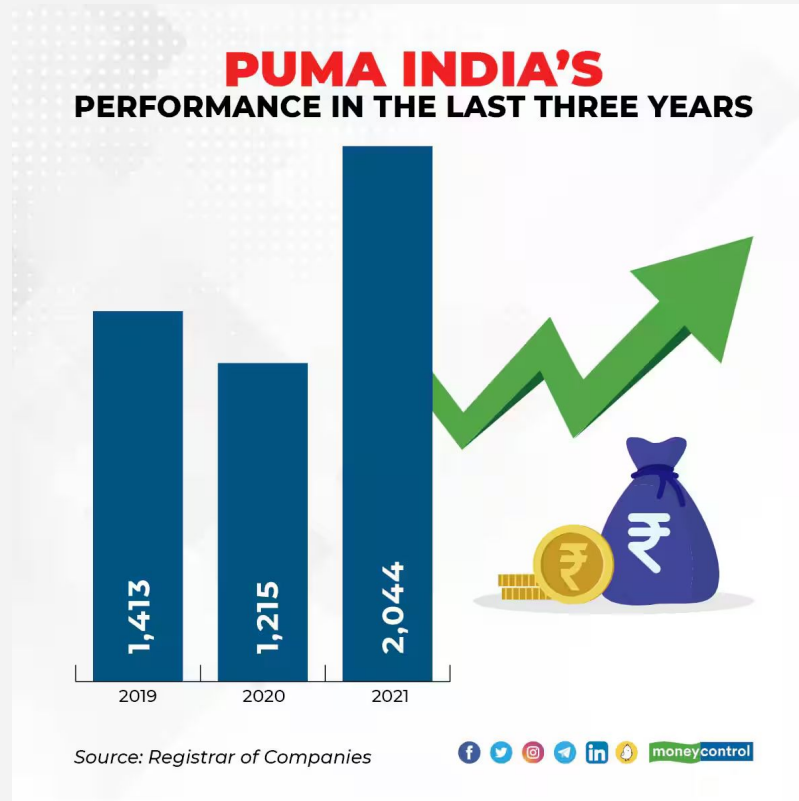
# Opportunity of Puma

- Trying to connect with consumers at a personal level.
- Iconic fashion brand to Indian youth with youth festival collaboration.
- Tie up with Virat Kohli's one8 contributed 10% of Puma India's sales.
- Adidas and Nike are trying themselves to establish as fashion brands.

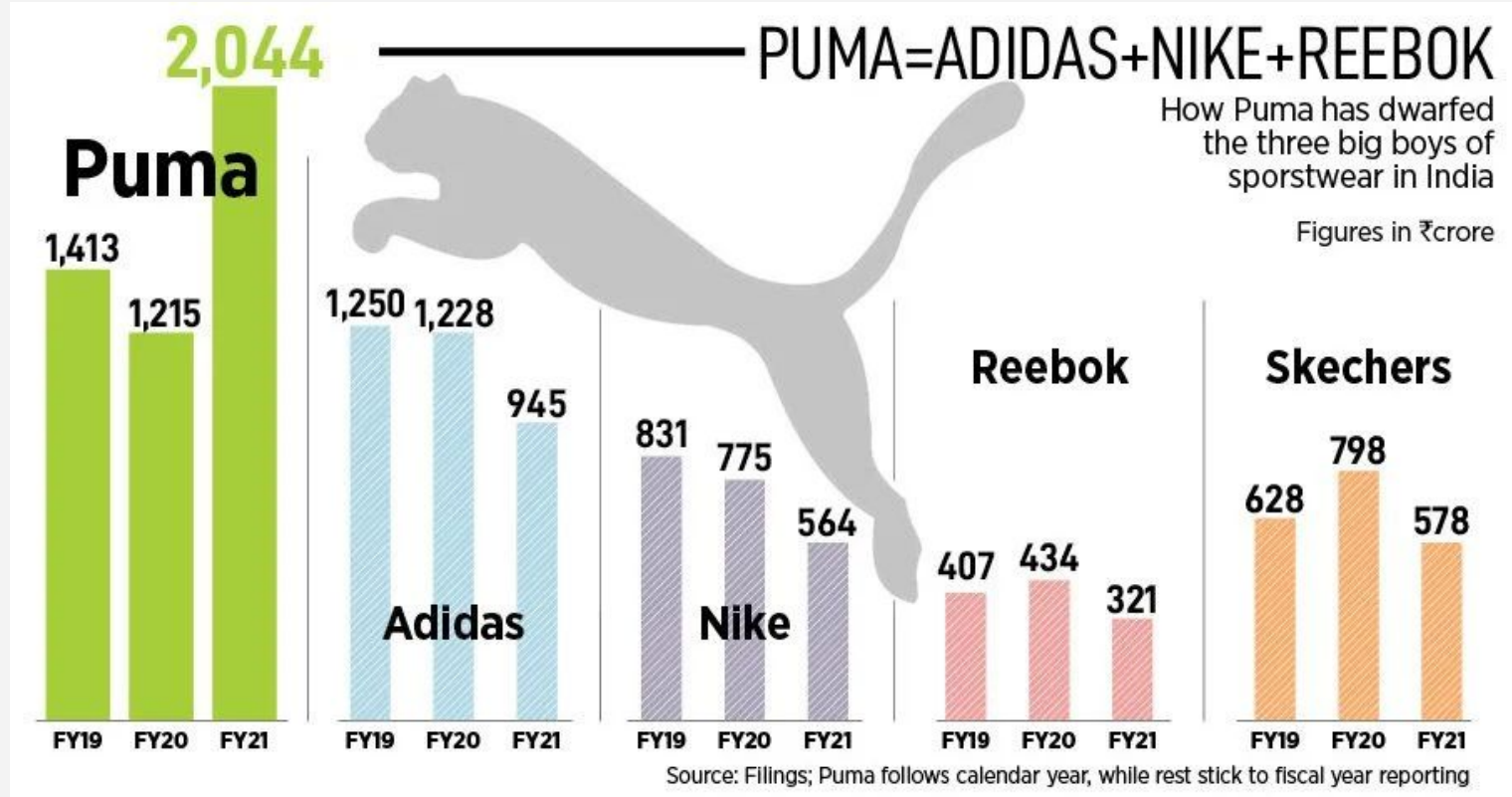
# Virat Kohli & Puma



# Puma India Performance



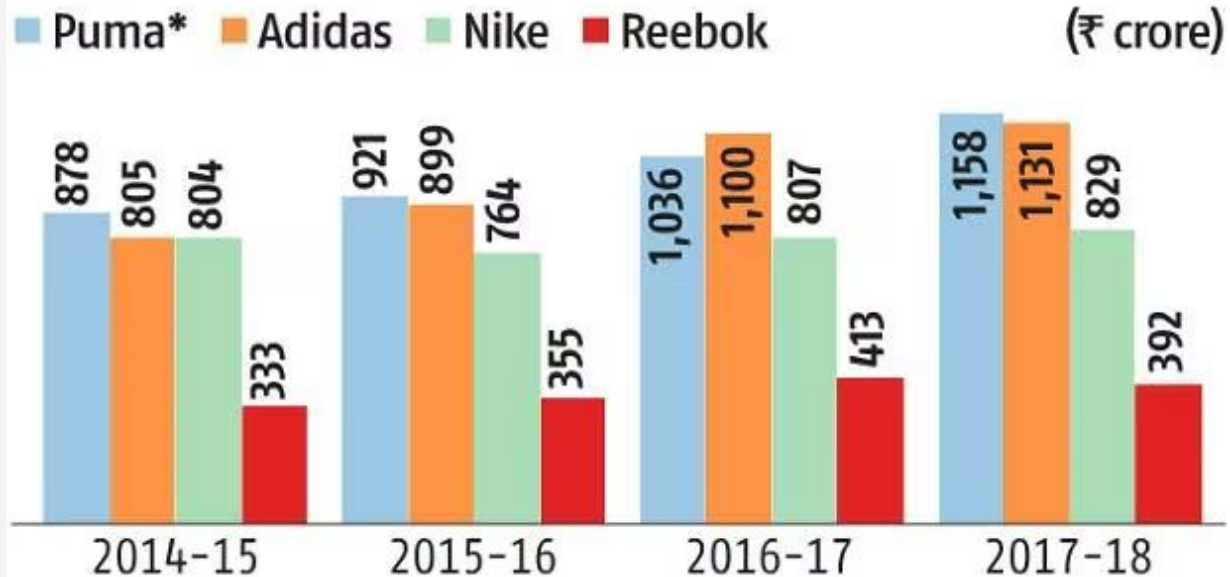
# Puma India Performance



# The Sports Battle

## BATTLE IS ON

Adidas and Puma are in neck and neck fight in India (year-wise revenue)





# Puma SWOT Analysis

## STRENGTHS

Strong global brand recognition, wide range of innovative and stylish products, effective marketing campaigns, and strategic collaborations with celebrities and athletes.

## WEAKNESSES

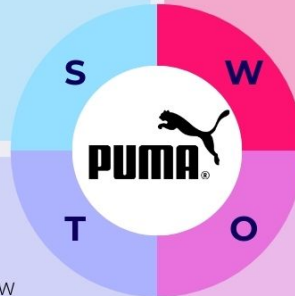
High operational costs, intense competition, and potential overreliance on specific markets and segments.

## THREATS

Intense competition from other sportswear brands, fluctuating raw material prices, economic downturns impacting consumer spending, and changing fashion trends.

## OPPORTUNITIES

Expansion into emerging markets, leveraging technology for product innovation, increasing focus on sustainable products, and enhancing e-commerce capabilities.



<https://admeducation.com/blog/swot-analysis-of-puma/>



# Adidas SWOT Analysis

## SWOT ANALYSIS OF adidas



# Nike SWOT Analysis

## SWOT ANALYSIS OF

# S



### Strengths

- Nike Possesses Strong Brand Equity
- Low-Cost Manufacturing Is a Key Part of Its Business Strategy
- Innovative Marketing
- Iconic Celebrity Endorsements
- A Range of Successful Side Brands
- Getting Rid of Retailers

# W



### Weaknesses

- Controversial Labor Practices
- The Brand Is Over-dependent on the U.S. Market
- Worrying Financial Indicators
- Unfavorable Relationship With Retailers
- Their Revenue Stream Is Over-dependent on Their Line of Footwear

# O



### Opportunities

- Investing in New Markets
- Increasing Their Product Range
- Tapping Into the Future
- Introducing Anti-counterfeiting Technology and Methods
- Investing in Sustainability

# T



### Threats

- Counterfeit Nike Products
- Competition From Other Sports Brands
- High Profile Patent Disputes
- International Trade Tensions
- Animal Abuse Scandal
- Its Competitors Are Investing More Heavily in Advertising



# Reebok SWOT Analysis



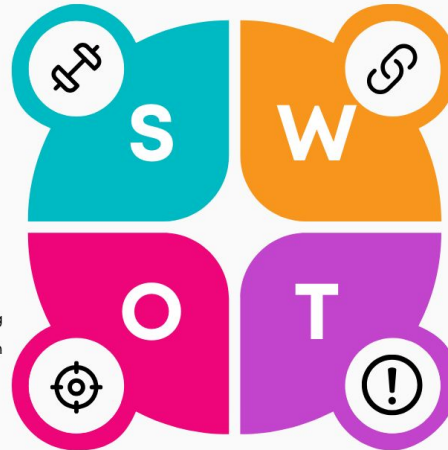
## Reebok Comprehensive SWOT Analysis

### Strengths

- Loyal Female Base
- Segmentation
- Price Range
- Global Reach

### Opportunities

- Leveraging Social Media Marketing
- Capturing the Escalating Interest in Fitness
- Expanding reach in emerging markets
- Enhancing E-commerce and Digital Presence



### Weaknesses

- Poor marketing strategy
- Negative PR
- Stockpiling
- Inconsistent Brand Identity

### Threats

- Overreliance on Footwear Sales
- Unpredictable Fads
- Fluctuation of International Currency
- Intense Competition

# Business Lessons

- Audience interest doesn't mean high sales in India, just with the association with sports translates into sales.
- Extreme price sensitivity is something that every company needs to consider to appeal India audience.
- Intelligence is learning from your mistakes, wisdom is learning from other people's mistake.

# Business Lessons

- Puma India prioritized the adoption of products over profits. Through marketing and quality, it slowly induced brand quality and became an integral part of our lives.
- Ask yourself “What are you doing to make your product easily accessible?”.