IEM

PRESENTATION

Group-17

Sravani Priya - 21EC01027
V Sai Aditya - 21MM01022
Karthik Peddi - 21EC01011
Rahul Varma - 21EC01037
Avinash Surya - 21CE01049

adidas
IMPOSSIBLE IS NOTHING

Introduction

- Adidas is a German athletic apparel and footwear corporation headquartered in Herzogenaurach, Bavaria, Germany.
- It designs, manufactures and markets athletic and sports lifestyle products.
- It is the largest sportswear manufacturer in Europe, and the second largest in the world, after Nike.
- The company's business operations span the Americas, Europe, Asia-Pacific, Africa, and the Middle East and it operates in over 160 countries worldwide.
- It serves as the holding company for the Adidas Group, which additionally controls an 8.33% stake in Bayern München and the Austrian fitness technology company Runtastic.
- Adidas's revenue for 2023 was listed at €21.4 billion.

History

- **Founding Years (1920s-1940s)**: Adi Dassler registered the ‘Gebrüder Dassler Schuh Fabrik’ in 1924.

- **Post-World War II and Adidas Formation (1940s-1950s)**: In 1949, Adi Dassler registered the ‘Adi Dassler Adidas Sports chuh Fabrik’.

- **Rapid Growth and International Expansion (1960s-1970s):**
  Introduced screw-in studs on lightweight football boots, tracksuits, and football for the FIFA World Cup.
  Gained significant popularity among athletes and sports enthusiasts worldwide.

History

- **Olympic Sponsorship and Brand Recognition (1980s-1990s):** Sponsors the Olympic Games. The brand's iconic three-stripes logo became synonymous with quality, performance, and style.

- **Acquisitions and Diversification (2000s-Present):** Adidas embarked on a series of strategic acquisitions to diversify its product portfolio and strengthen its market position.

Notable acquisitions include the purchase of Reebok in 2005, TaylorMade Golf in 1997 (later sold in 2017), and Runtastic in 2015.

Subsidiaries

Adidas has more than 130 subsidiaries worldwide. Some of them are listed below:

- Adidas (South Africa) (Pty) Ltd
- Adidas (China) Ltd
- Adidas (Cyprus) Ltd
- Adidas (Ireland) Ltd
- Runtastic Gmbh (Austria)
- Reebok
- CCM Hockey
- Adidas Ag (Germany)
- Adidas Golf
- Adidas Argentina Sa

Market Performance FY2023

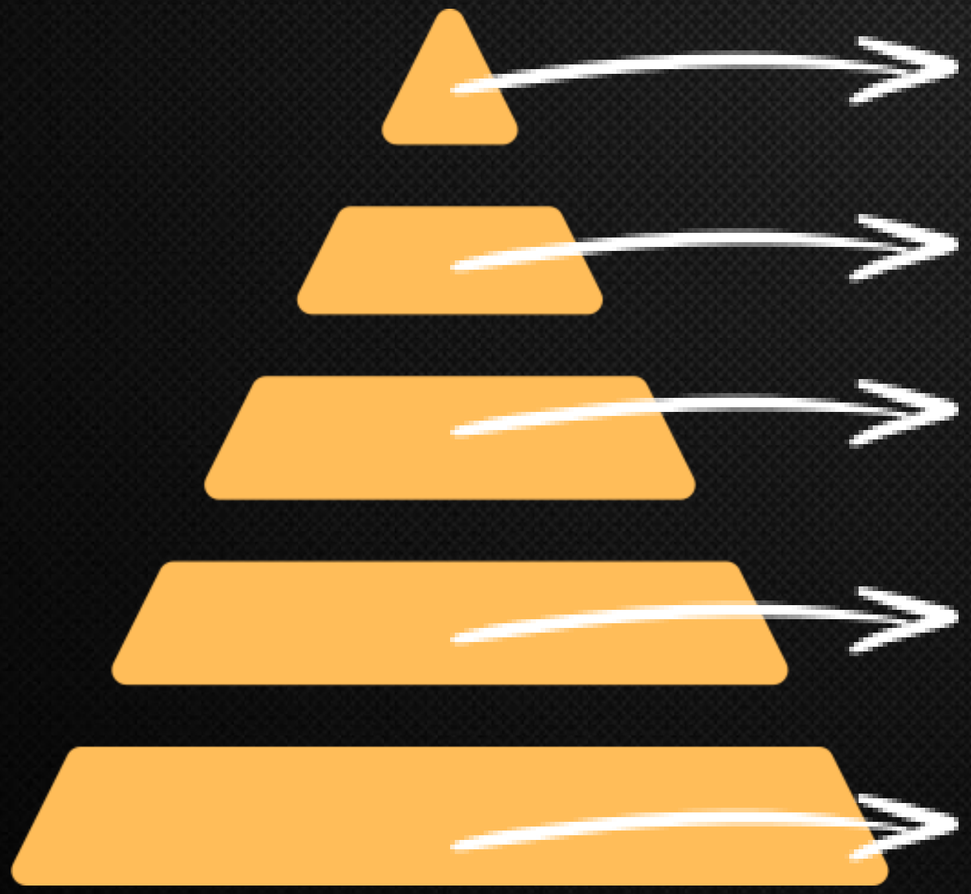
- Adidas made €21.4 billion in revenue in 2023, which was 5% less than the €22.5 billion revenue it made in 2022.

- The operating profit is €268 million for 2023 and was €699 million in 2022 which shows a 60% fall.

- the net income from continuing operations was €254 million.

- The company produced a total of 755 million Units.

Employees Hierarchy



Executive Leadership Team
(Top Management)

Senior Management

Middle Management

Supervisory or Team leaders

Frontline Employees

Structure

The Adidas company is segmented into three divisions:

- Adidas Sport Performance
- Adidas Sport Heritage
- Adidas Sport Style.

Among each segment, the business units may be divided based on product category:

- Footwear Division
- Apparel Division
- Accessories Division

Structure

The business units also include those made based on the functions being performed:

- Marketing and Brand Management Division
- Supply Chain and Operations Division.
- Finance and Accounting Division
- Human Resources Division
- Research and Development (R&D) Division
- Legal and Compliance Division

These divisions work together to support Adidas' overall business objectives and drive growth.

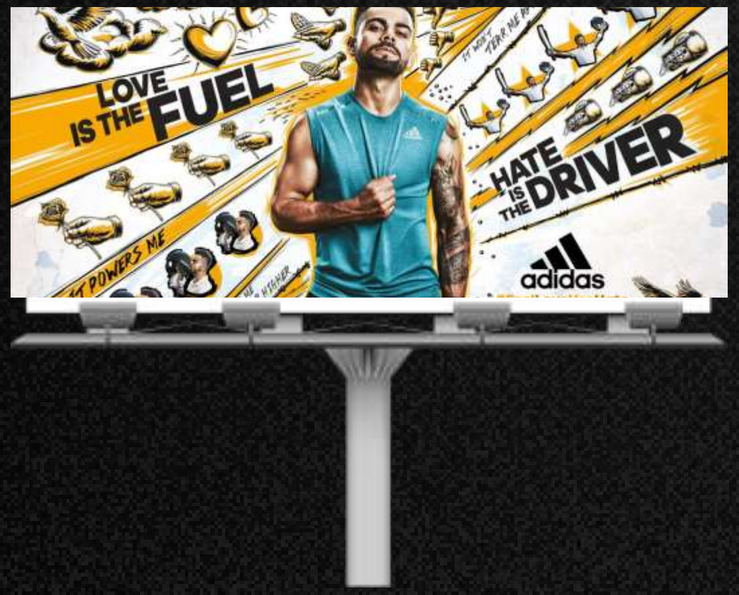
The business units can also be classified into:

- Front end
- Back end

Understanding Business Units

The front-end Business units are customer-facing and include:

- **Marketing and Brand Management Division**: Responsible for developing and executing marketing strategies to promote the Adidas brand and its products.

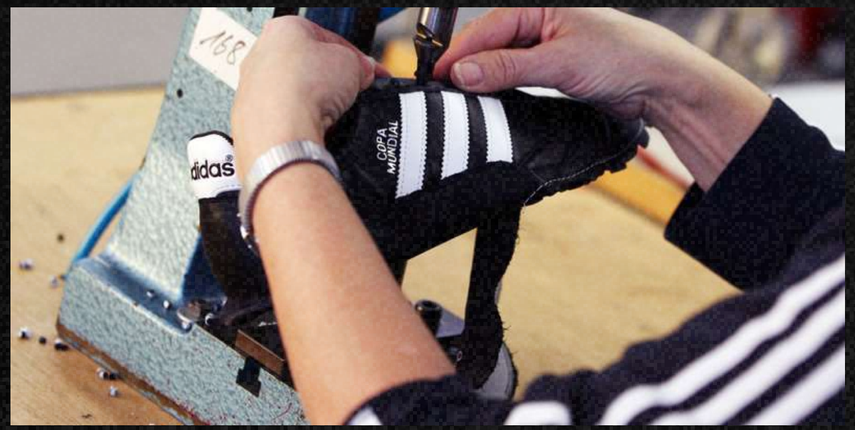


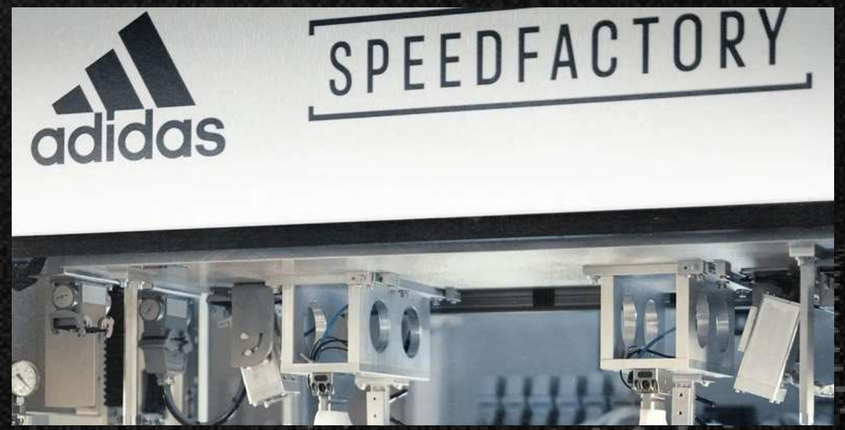
Understanding Business Units

Back-end BUs support the operations of the company behind the scenes and include:

- **Research and Development (R&D) Division:** Focuses on innovation and product development to create new technologies, materials, and designs for Adidas products.
  The company spends around 150 million euros on R&D every year.

- **Supply Chain and Operations Division**: Manages Adidas' global supply chain, logistics, and manufacturing operations.





Understanding Business Units

- **Human Resources Division:** Manages Adidas' workforce, including recruitment, talent management, training and development, and employee relations.

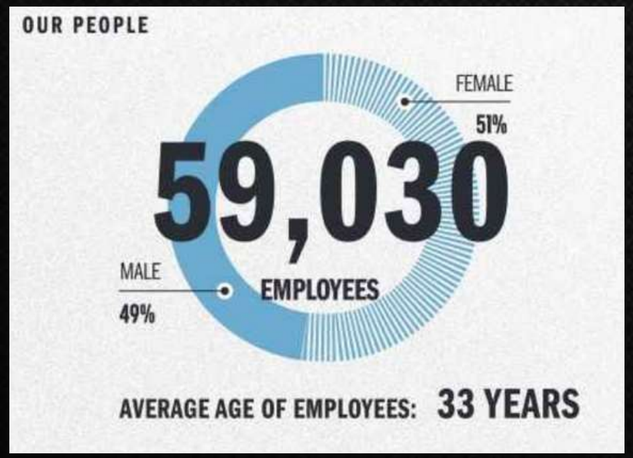
- **Legal and Compliance Division:** Handles Adidas' legal affairs, compliance with regulations, intellectual property protection, contracts, and legal risk management.

- **Finance and Accounting Division**: Oversees Adidas' financial management, accounting, budgeting, and reporting activities.

Significance

- The company has over 50,000 employees, 51% of whom are women. The company is committed to increasing female representation in management positions globally.

- Aims to use recycled and sustainable materials for producing their products.



Core Competencies

- **Brand Identity and Recognition:** Adidas has established a powerful brand identity globally, symbolized by its iconic three stripes logo. This logo embodies the brand's commitment to quality, performance, and style, resonating strongly with athletes and consumers alike.

- **Innovation and Technology:** Adidas prioritizes innovation and technology in product development, investing significantly in research and development.

- **Marketing and Sponsorship:** Adidas excels in marketing through diverse channels, including digital media, traditional advertising, and strategic partnerships. Collaborating with athletes, celebrities, and influencers.

- **Design and Style:** Renowned for innovative and stylish designs, Adidas seamlessly blends performance with fashion in its product offerings.

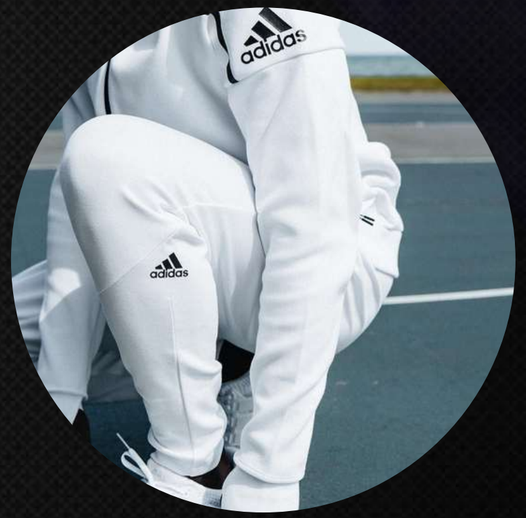
Core Competencies

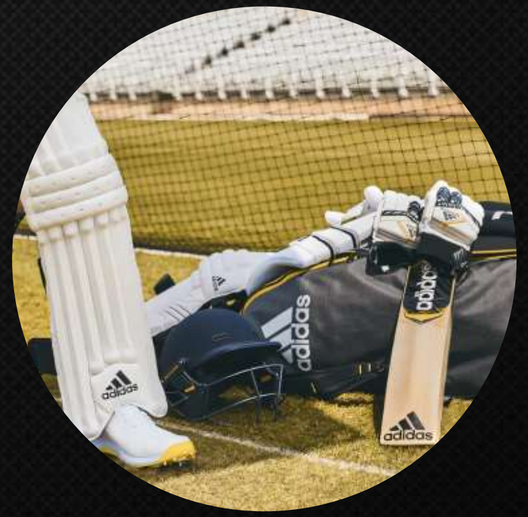
- **Supply Chain Management:** Adidas maintains an efficient supply chain, encompassing material sourcing, manufacturing, distribution, and logistics ensuring timely delivery of products worldwide.

- **Global Presence and Distribution:** With a strong global presence, Adidas operates retail stores, online platforms, and distribution networks across numerous countries.

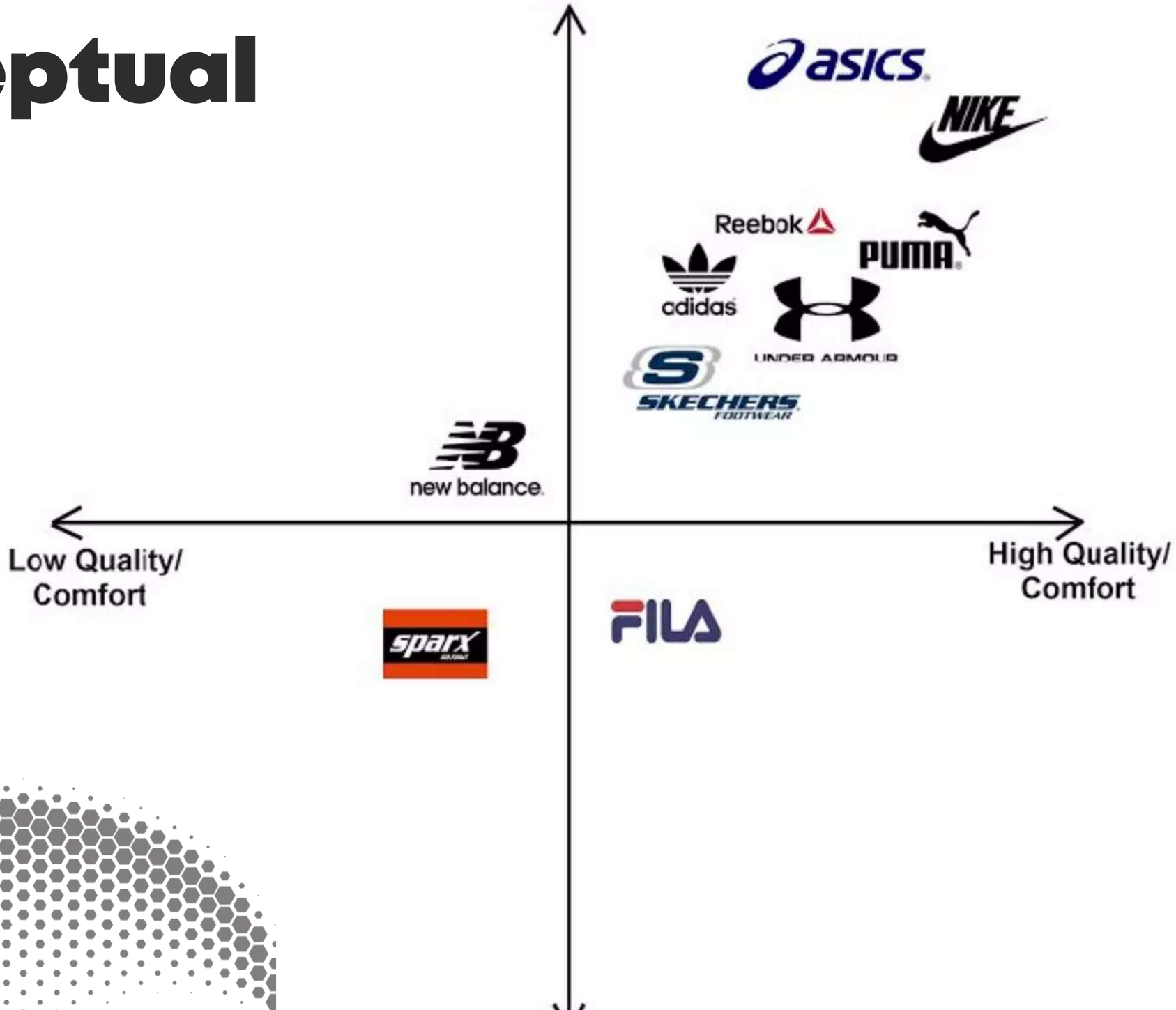
- **Sustainability Initiatives:** Adidas demonstrates a commitment to sustainability through eco-friendly materials, manufacturing processes, and supply chain practices. By integrating sustainable practices into its operations, the brand reduces its environmental impact and promotes social responsibility, aligning with evolving consumer expectations and global sustainability goals.

Product Range





Perceptual Map

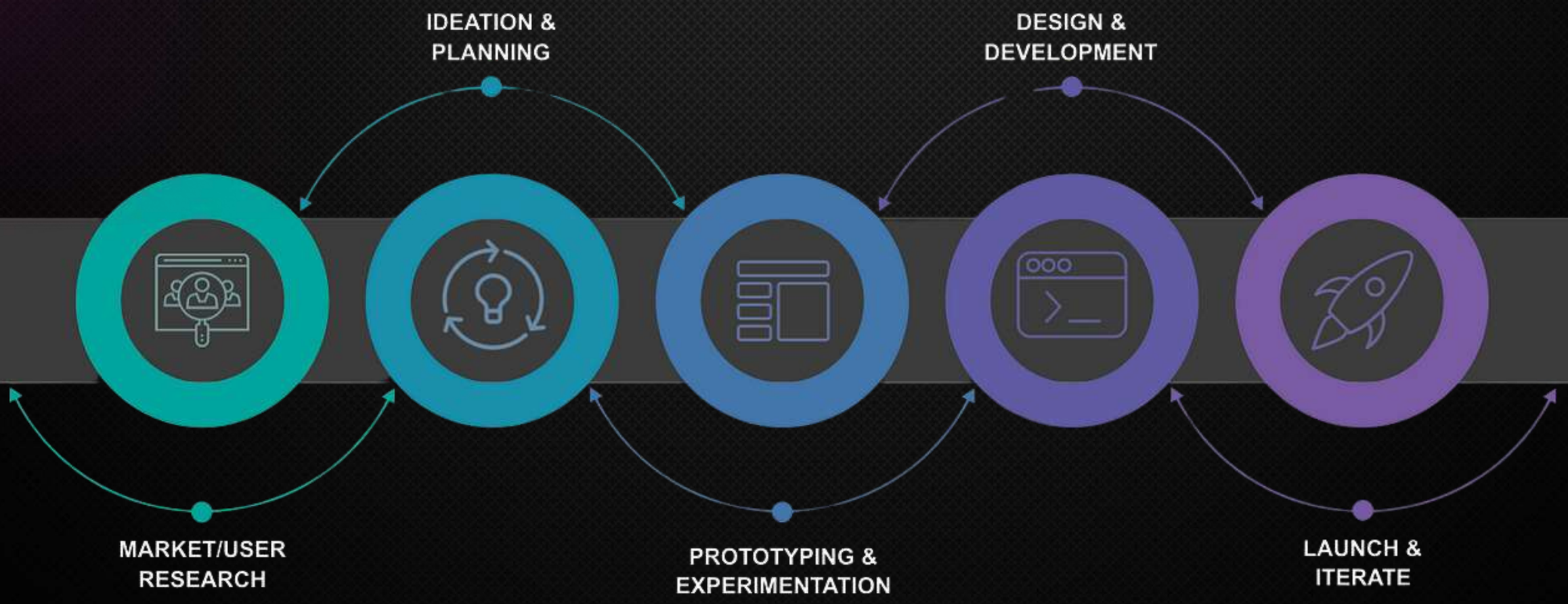


Position in Footwear sales

Strategy Deployment

- Adidas innovates footwear technologies for performance and comfort.
- Collaborates with influencers for trend-setting designs.
- Enhances digital capabilities.
- Invests in sustainability efforts.
- Communicates objectives across all levels.
- Monitors KPIs for sales growth and customer satisfaction.
- Allocates resources for R&D and talent development.
- Continuously improves based on feedback and market trends.

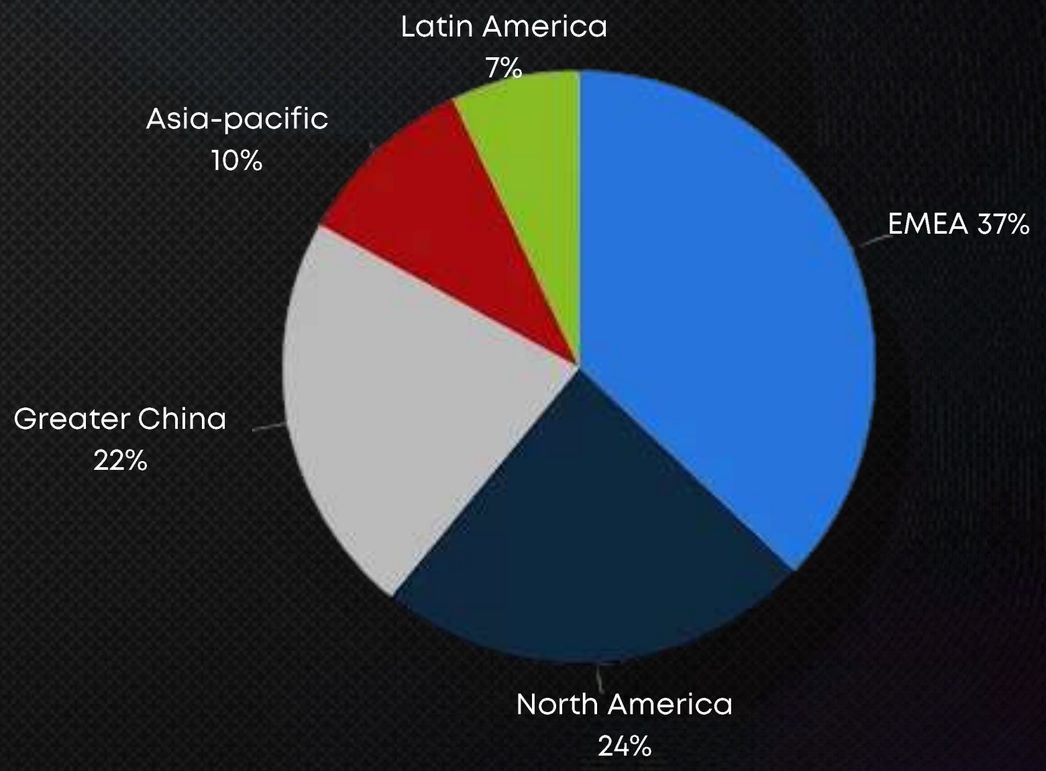
PRODUCT PLANNING



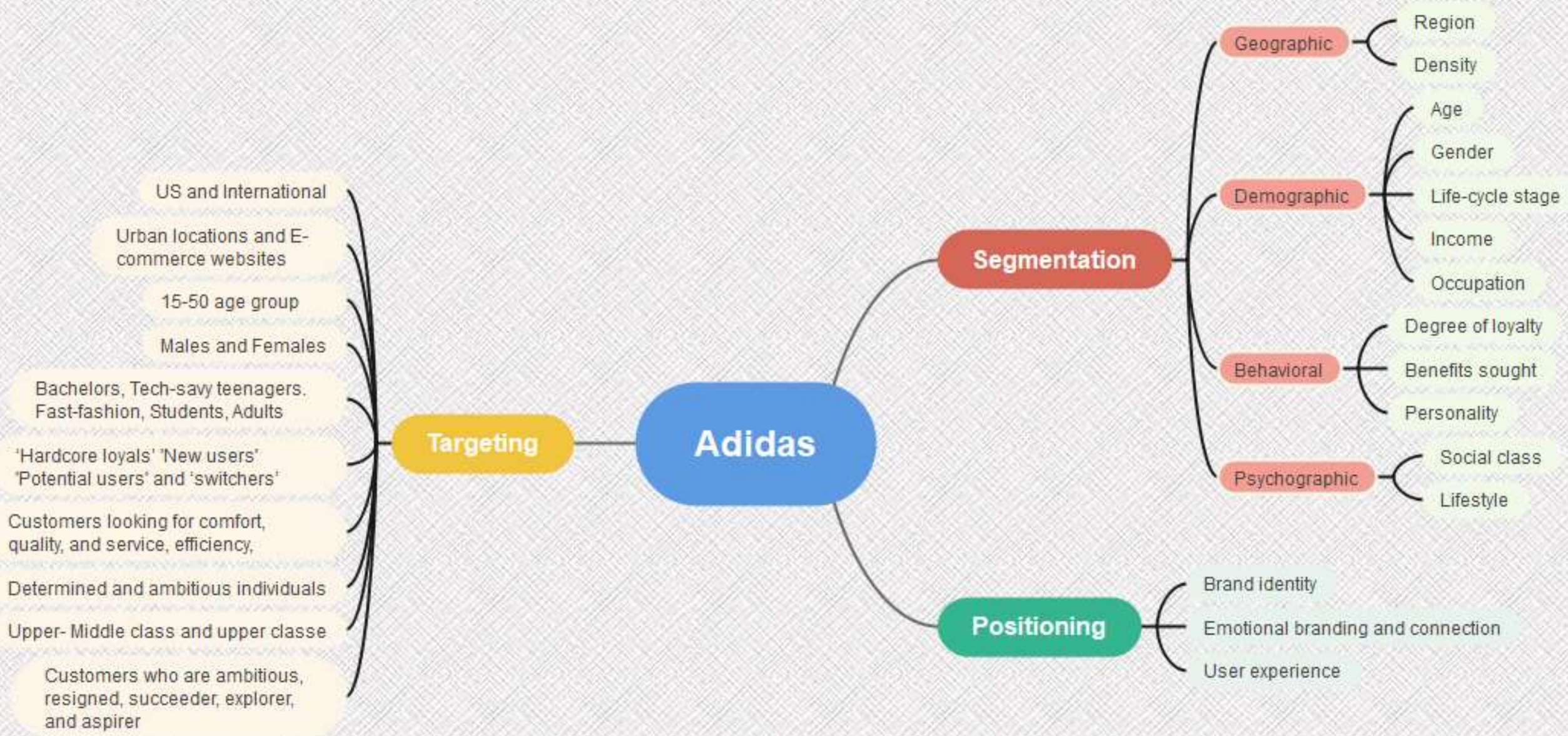
Market Research and Analysis

- The Adidas target market is highly active, and includes athletes, as well as non athletes who are enthusiastic about sport. Adidas buyers tend to be between the ages of 14 to 40, though the brand offers clothing and footwear lines for infants and children too.

- To find the target market for Adidas, we focus on four different aspects: demographics, geographics, behavioral and psychographic segmentation. Here's the latest Adidas segmentation:



Mind Map

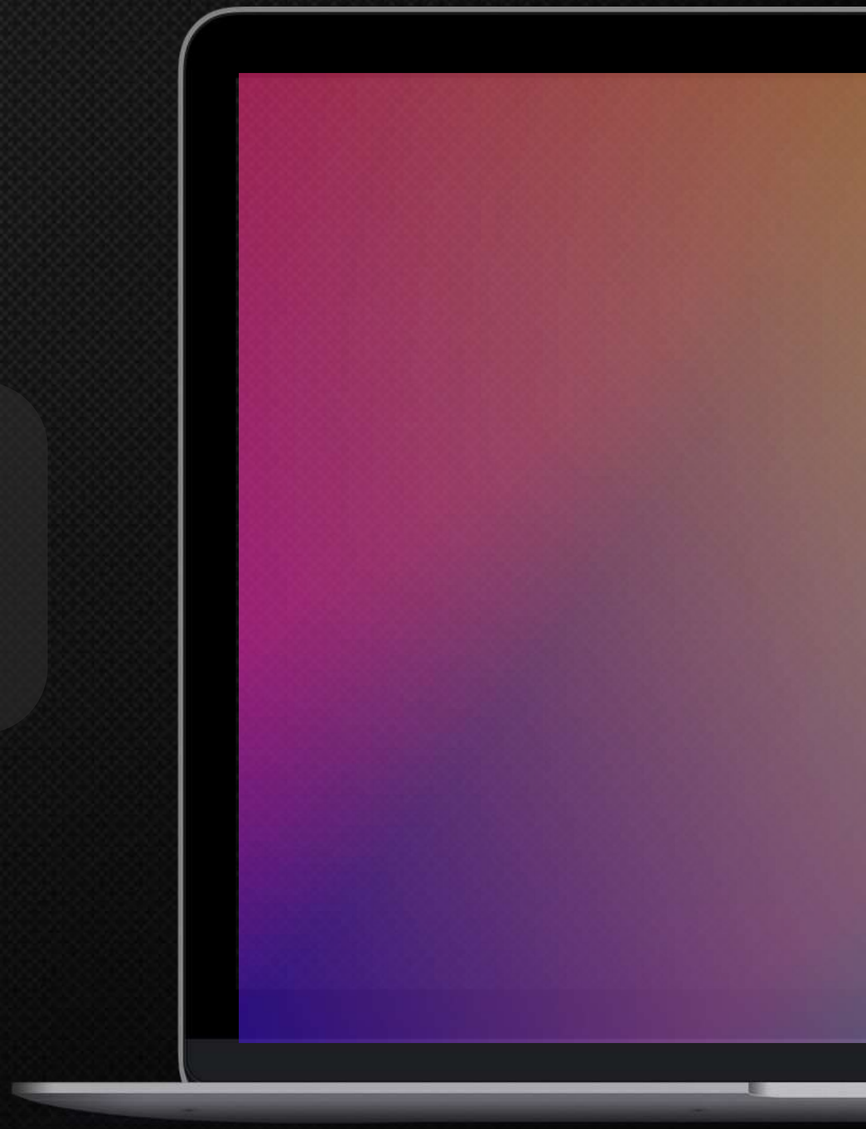

Adidas
Targeting
US and International
Urban locations and E-commerce websites
15-50 age group
Males and Females
Bachelors, Tech-savy teenagers, Fast-fashion, Students, Adults
'Hardcore loyals' 'New users' 'Potential users' and 'switchers'
Customers looking for comfort, quality, and service, efficiency,
Determined and ambitious individuals
Upper- Middle class and upper classe
Customers who are ambitious, resigned, succeeder, explorer, and aspirer
Segmentation
Geographic
Region
Density
Demographic
Age
Gender
Life-cycle stage
Income
Occupation
Behavioral
Degree of loyalty
Benefits sought
Personality
Psychographic
Social class
Lifestyle
Positioning
Brand identity
Emotional branding and connection
User experience

Goals and objectives

- Net income to increase at a rate of between 16% and 18% p.a. on average 2021-2025
- Total cash return to shareholders to be between € 8 billion and € 9 billion
- Operating margin to reach a level of between 12% and 14%

- E-commerce sales to double to between € 8 billion and € 9 billion
- 9 out of 10 adidas articles will be sustainable
- Revenues to increase at a rate of between 8% and 10% p.a. on average 2021-2025

- Strategic focus on brand credibility, consumer experience and sustainability
- adidas brand architecture to be sharpened
- Digital transformation supported by investments of more than € 1 billion



Portfolio analysis and Innovation

- Recent examples of such innovations are Futurecraft.Strung, a running shoe with an upper based on athlete data or new vegan and recyclable versions of the popular lifestyle silhouette Stan Smith. Adidas aims to make one of its most important and most successful franchises the most sustainable in its entire product portfolio.

- At the Olympics and major marathons, adidas athletes will compete in the adizero Adios Pro 2. The running shoe is the second generation of the adizero Adios Pro in which both Peres Jepchirchir and Kibiwott Kandie set new world records in the women’s and men’s half marathon. Further innovations to create sustainable products and processes are already in the making. In the coming months, adidas will launch the Ultraboost DNA Loop in larger quantities for the first time. Once this version of the successful running shoe reaches the end of its life cycle, it can be shredded to pieces and reused.

FROM PLASTIC WASTE TO PRODUCT

THE JOURNEY OF AN ADIDAS X PARLEY PRODUCT

1

MARINE PLASTIC WASTE IN COASTAL AREAS SUCH AS THE MALDIVES...

2

...IS COLLECTED BY PARLEY AND ITS GLOBAL CLEAN UP NETWORK...

3

...BALED AND SENT TO PARLEY SUPPLY CHAIN PARTNERS...

7

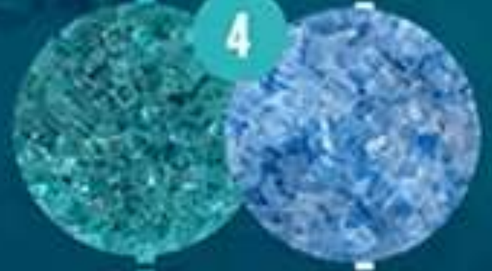
...WHERE THEY ARE SHREDDED AND REWORKED...

4

...TO BECOME A HIGH PERFORMANCE POLYESTER YARN: PARLEY OCEAN PLASTIC™...

5

...WHICH IS USED TO CREATE ADIDAS X PARLEY PRODUCTS.



6

adidas | PARLEY

Product Design

Designing the Product!!

Design Philosophy: Adidas follows a design process called "Form Follows Function."

This approach prioritizes functionality and performance while incorporating aesthetically pleasing designs.

Adidas seeks to create products that not only meet athletes' performance needs but also appeal to the wider consumer market.

adidas

DESIGN ENGINEERING SKILLS

Three design engineering skills and methods which were useful for my role and that I used throughout my projects were:

adidas

1

3D MODELLING

I used 3D modelling knowledge the most in my role. In particular, I used Grasshopper (a built in plug-in for Rhinocerous 3D), which was introduced in the Advanced Industrial Design module.

adidas

2

PROTOTYPING

Knowledge of prototyping methods, such as laser cutting, gave me the confidence to independently explore the Adidas MakerLab space and create prototypes which better showcased my ideas.

adidas

3

LEARNING QUICKLY

Ability to quickly learn skills and understand new principles due to the interdisciplinary nature of the degree was beneficial, as it allowed me to easily integrate into my role and become more familiar with new tools.

LESSONS LEARNT

Throughout my internship at Adidas, I was able to learn multiple valuable lessons, three of the most important being:

adidas

1

CURIOSITY IS KEY

Being curious and eager to learn enabled me to make the most of my internship, as it led me to participating in workshops like apparel making. This allowed me to gain hands on experience of the product creation process.

adidas

2

COMPANY VALUES

Although I had previously overlooked this, I realised that being in a creative environment and aligning with the company values made me more motivated and satisfied with my work. This will be key for my future career.

adidas

3

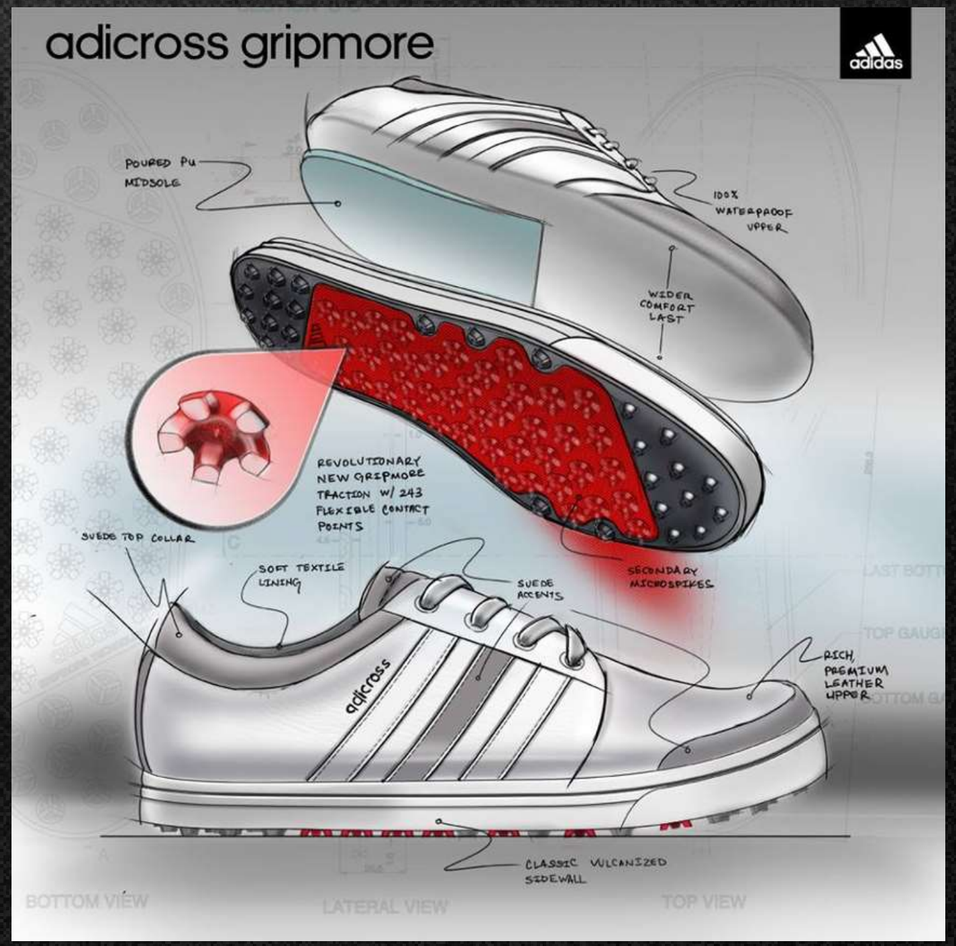
COMMUNICATION

Learned that clear communication and collaboration is important, especially when engaging with cross-functional teams. This includes proactively aligning intentions and priorities before engaging in team efforts.

Process and Technology

Adidas Boost Technology

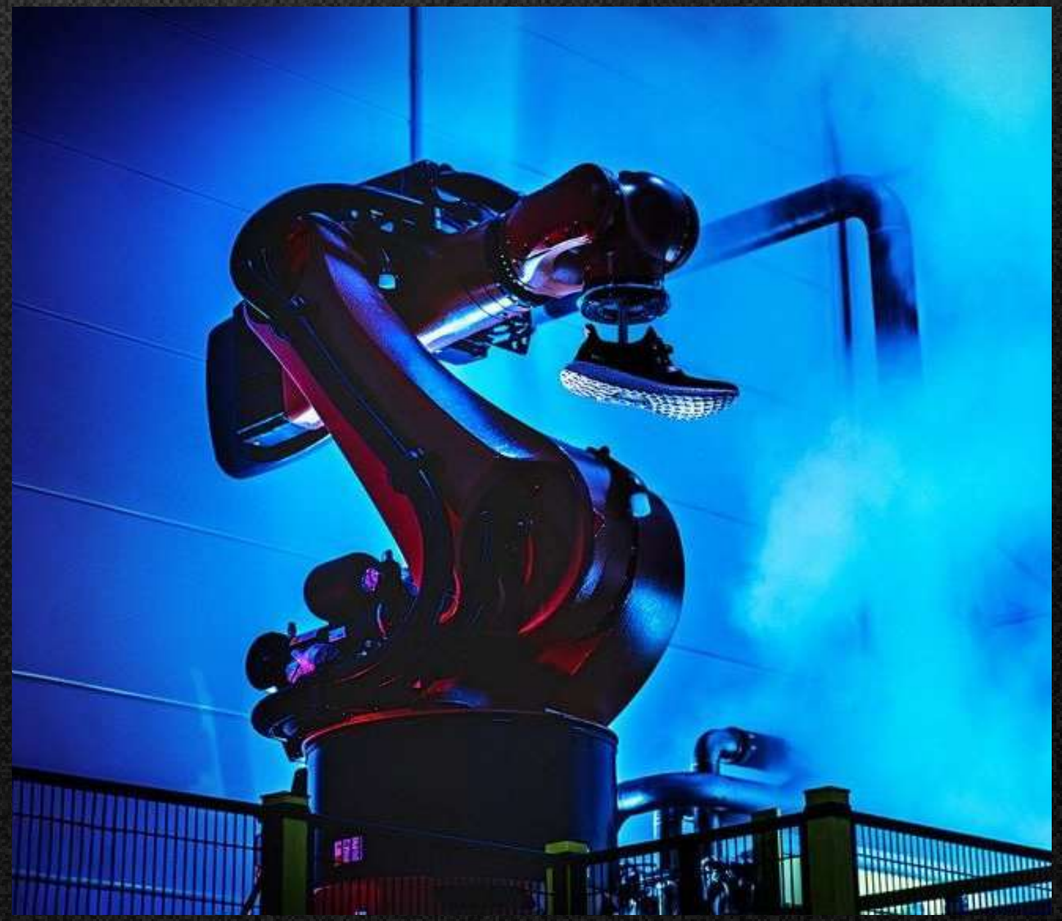
Adidas Boost technology is a product of the adidas Innovation Team (AIT) and German chemists BASF. It was created to bring together the formerly contradictory benefits of soft and responsive cushioning. At the time, EVA foam was the industry standard for performance running shoes. Boost was about to change all that, introducing a midsole made from thousands of expanded particles that work together to deliver an uptick of energy return in every stride.



Process and Technology

Speedfactory Technology

With a minimalist design, this German factory features robotic arms, multi-layered particle machines, laser cutting robots and 3D printers – no, this is not an electron particle laboratory, this is Adidas' new "Speedfactory", a factory designed to disrupt the sneaker supply chain. Why has Adidas increased their R&D spend by over 35% to build state-of-the art sneaker manufacturing factories

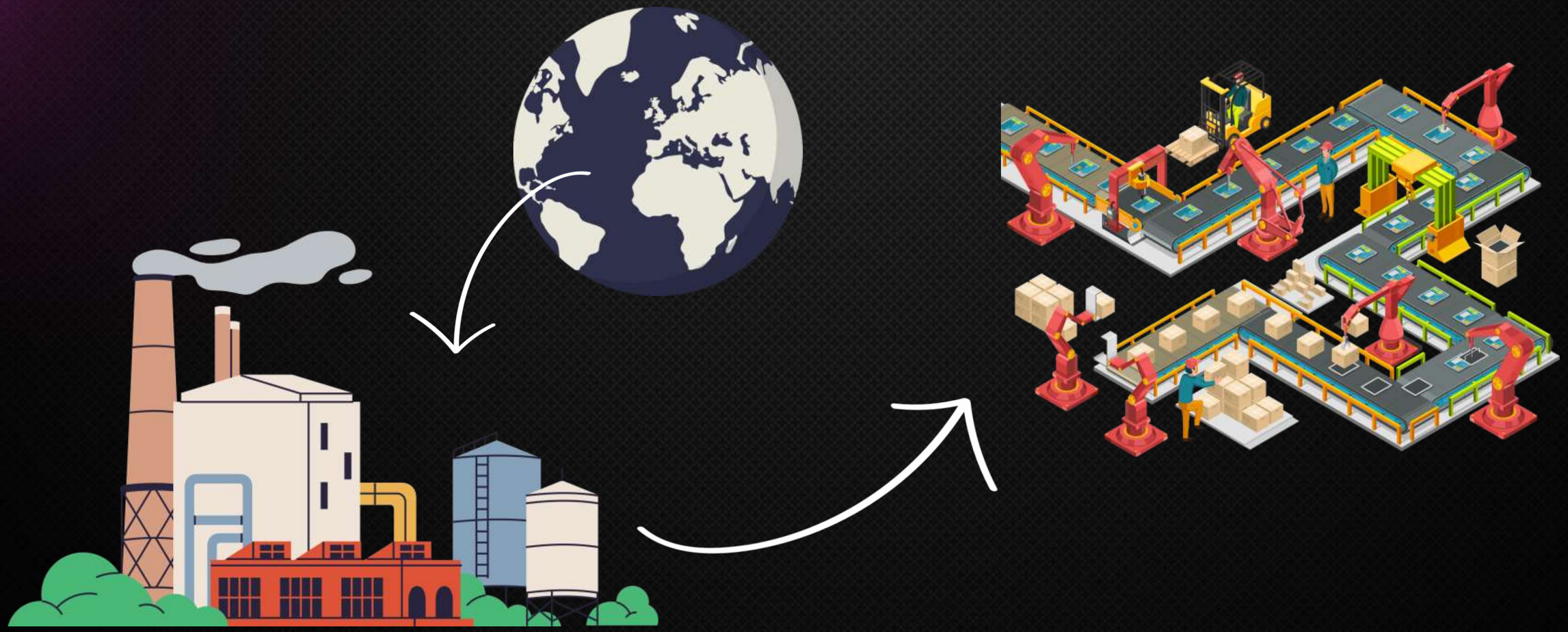


Process and Technology

Digital Transformation

The company's digital transformation is driven by investments of more than € 1 billion until 2025. Core processes across the entire value chain will be digitalized: from the creation process with 3D design capabilities, via the sourcing of its products to selling it to customers and consumers. In 2025, the vast majority of adidas' sales will be generated with products that were created and sold digitally. To achieve this, the company will expand its data and technology expertise internally and increase the size of its tech team. In 2021 alone, adidas will hire more than 1,000 tech and digital talents. The company is also investing into the new ERP system S/4HANA.

PLANT LOCATION & LAYOUT



Plant Location

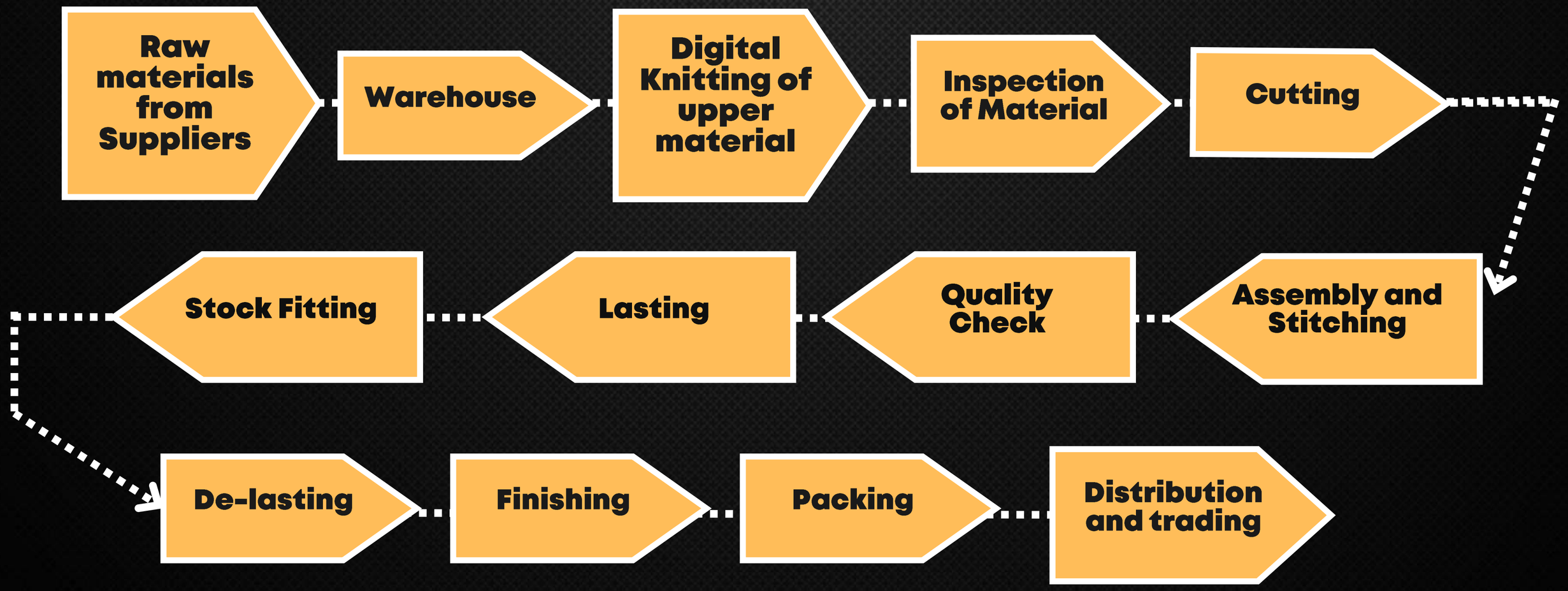
- Adidas has a broad variety of manufacturing plants all over the world.
- Adidas manufactures most of its products in Asia and Europe, with China being the leading country for production, followed by Vietnam, Indonesia, and India.
- In addition, they also have factories in countries like the United States, Germany, Italy, France, and the United Kingdom.
- The locations of major manufacturing units are:
  Footwear: Jawa Tengah, Indonesia
  Apparel: Phnom Penh, Cambodia
  Accessories: Guangdong, China

Location Rating Plan

- One of the most famous Adidas factories is located in Herzogenaurach, Germany.
- The three cities Herzogenaurach(A), Ingolstadt(B) and Regensburg (C) are considered here.

Factors	Maximum points	City A	City B	City C
Nearest to Market	400	350	200	150
Nearest to Raw Materials	300	175	200	180
Labour supply	275	150	180	150
Transportation	125	90	115	95
Water Supply	200	150	160	175
power Supply	200	160	180	170
Waste Disposal	100	70	85	75
Land & Construction Costs	80	50	65	65
Climate	40	20	20	25
Taxes and Laws	40	20	20	25
Local site	40	35	15	15
Total	1800	**1270**	1240	1125

Plant Layout of Adidas



Plant Mission of Adidas

Adidas factories, like the brand, aim to provide the greatest sports and fitness products for athletes and customers while promoting innovation and sustainability. These points summarise Adidas plants' goals:

- Quality: Adidas factories make high-quality sports and fitness products to meet athletes' and customers' performance needs. Includes athletic shoes, apparel, and accessories.

- Innovation & Technology: Adidas factories generate cutting-edge products using creativity and technology. New materials, production methods, and design procedures boost performance and durability.

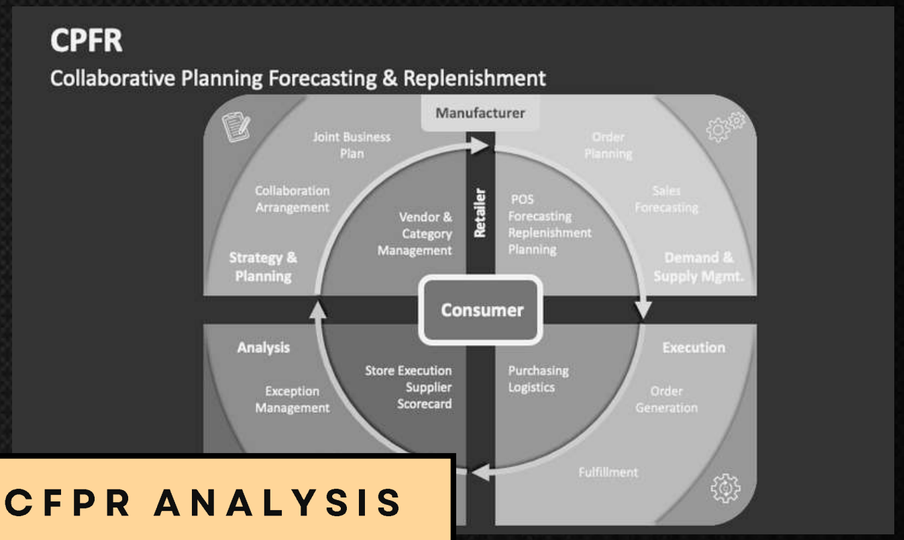
- Sustainability: Adidas prioritises sustainability. Adidas factories recycle, decrease trash, and utilise less energy to reduce their environmental impact.

Plant Mission of Adidas

- Ethical & Fair Practices: Adidas uses ethical manufacturing processes, including worker rights. Adidas plants have strict ethical standards for worker safety and fairness.
- Speed & Flexibility: Adidas factories adapt quickly to consumer needs and market changes. Manufacturing optimisation cuts lead times and simplifies production.
- Community Engagement: Adidas factories promote social activities, sports involvement, and community development.

FORECASTING TECHNIQUES & CASE STUDY

HISTORICAL DATA ANALYSIS



CFPR ANALYSIS

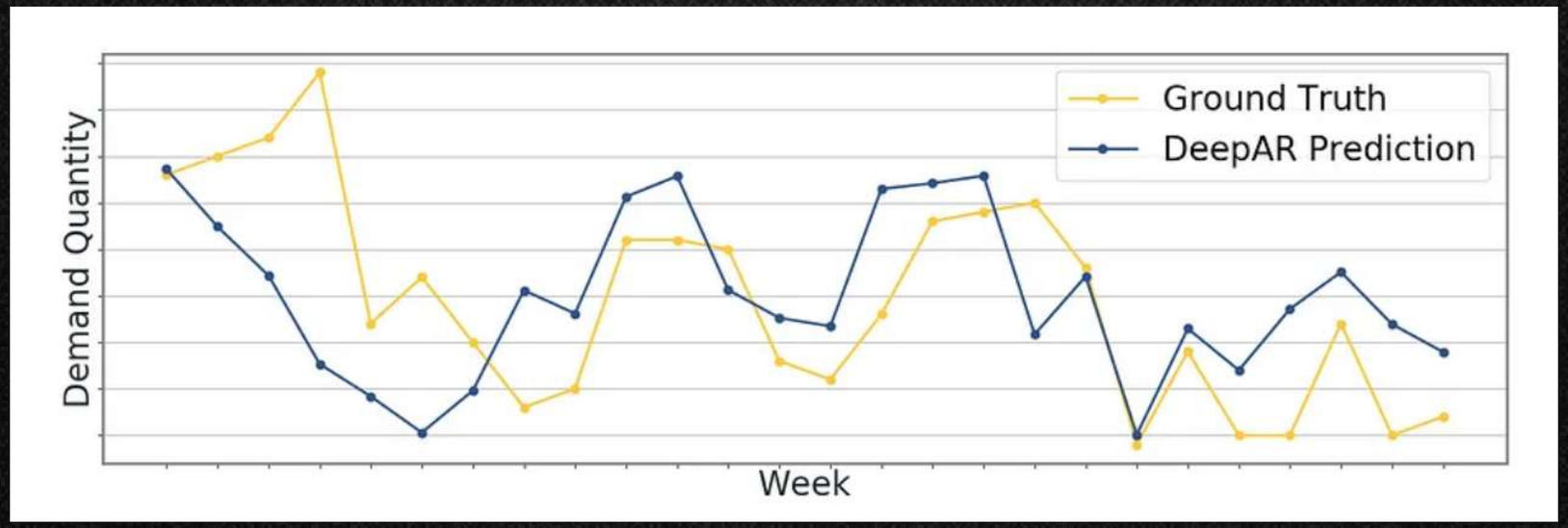
Forecasting Methods

SEASONAL ADJUSTMENT

CUSTOMER BEHAVIOUR

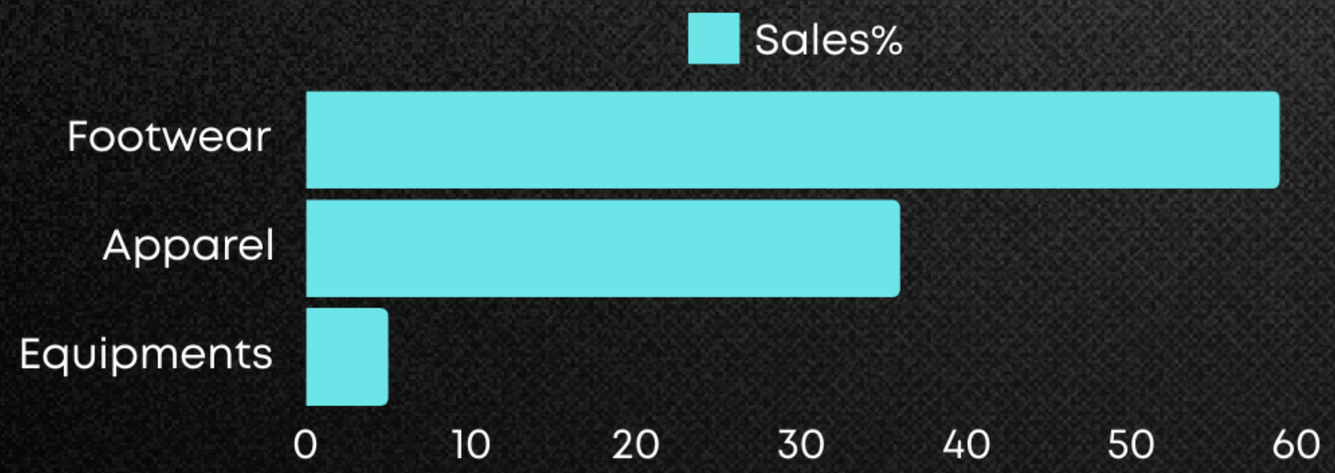
Forecasting Methods

- Adidas uses a forecasting engine and measurement approach to predict footwear and apparel sales by sports category over five years. This process uses deep learning algorithms, MLOps best practices, and AWS cloud infrastructure. The engine is scalable and can provide insights into the drivers of each category. The process also reduces over-prediction errors by 40% and allows for fast, frequent, and reliable forecasts



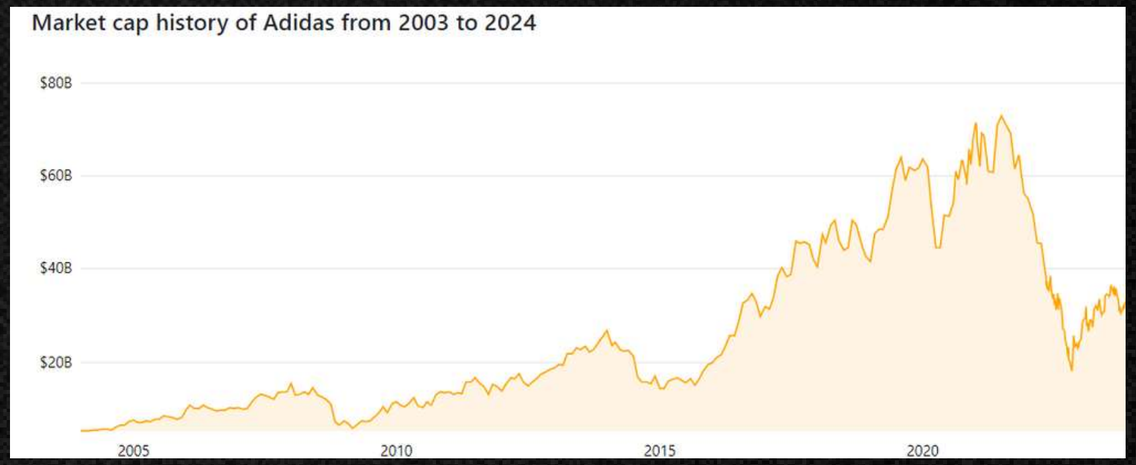
- Adidas also uses demand forecasting techniques to anticipate customer needs and plan production. This includes strategic sourcing to secure quality materials at competitive prices, product customization to meet specific customer needs, and quality control to ensure products meet high standards.

Sales and Trends



Adidas AG is the largest sportswear manufacturer in Europe and is second only to Nike worldwide. Adidas is a multinational corporation, founded and headquartered in Herzogenaurach, Germany, which designs and manufactures footwear, apparel, and accessories.

As of April 2024 Adidas has a market cap of $38.48 Billion. According to Adidas's latest financial reports the company's current revenue (TTM) is $23.21 B. In 2022 the company made a revenue of $23.63 B a decrease over the years 2021 revenue that were of $24.71 B



Sales and Trends

- As of April 2024 Adidas has a market cap of $38.48 Billion. According to Adidas's latest financial reports the company's current revenue (TTM) is $23.21 B. In 2022 the company made a revenue of $23.63 B a decrease over the years 2021 revenue that were of $24.71 B

- The company's current earnings (TTM) are $0.22 B. In 2022 the company made an earning of $0.52 B a decrease over its 2021 earnings that were of $2.37 B.

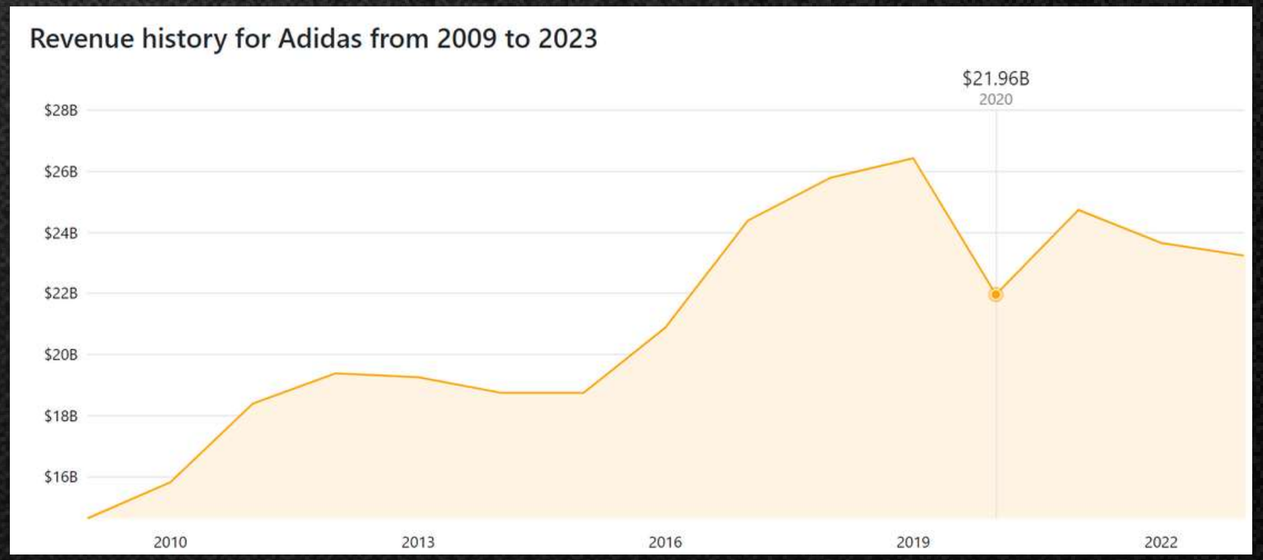
- Adidas footwear sales have grown by 48% between 2015 and 2022, with a 22.6% increase in 2017, but then declined by 25% to $9.3 billion in 2020.

- Adidas's footwear segment is the company's primary revenue generator, contributing to 66% of total sales in 2023. However, physical store sales still represent the larger portion of net sales for Adidas. In 2023, Adidas's footwear sales amounted to about 12.14 billion euros, a slight decrease compared to the previous fiscal year.

Forecasting and Case Study

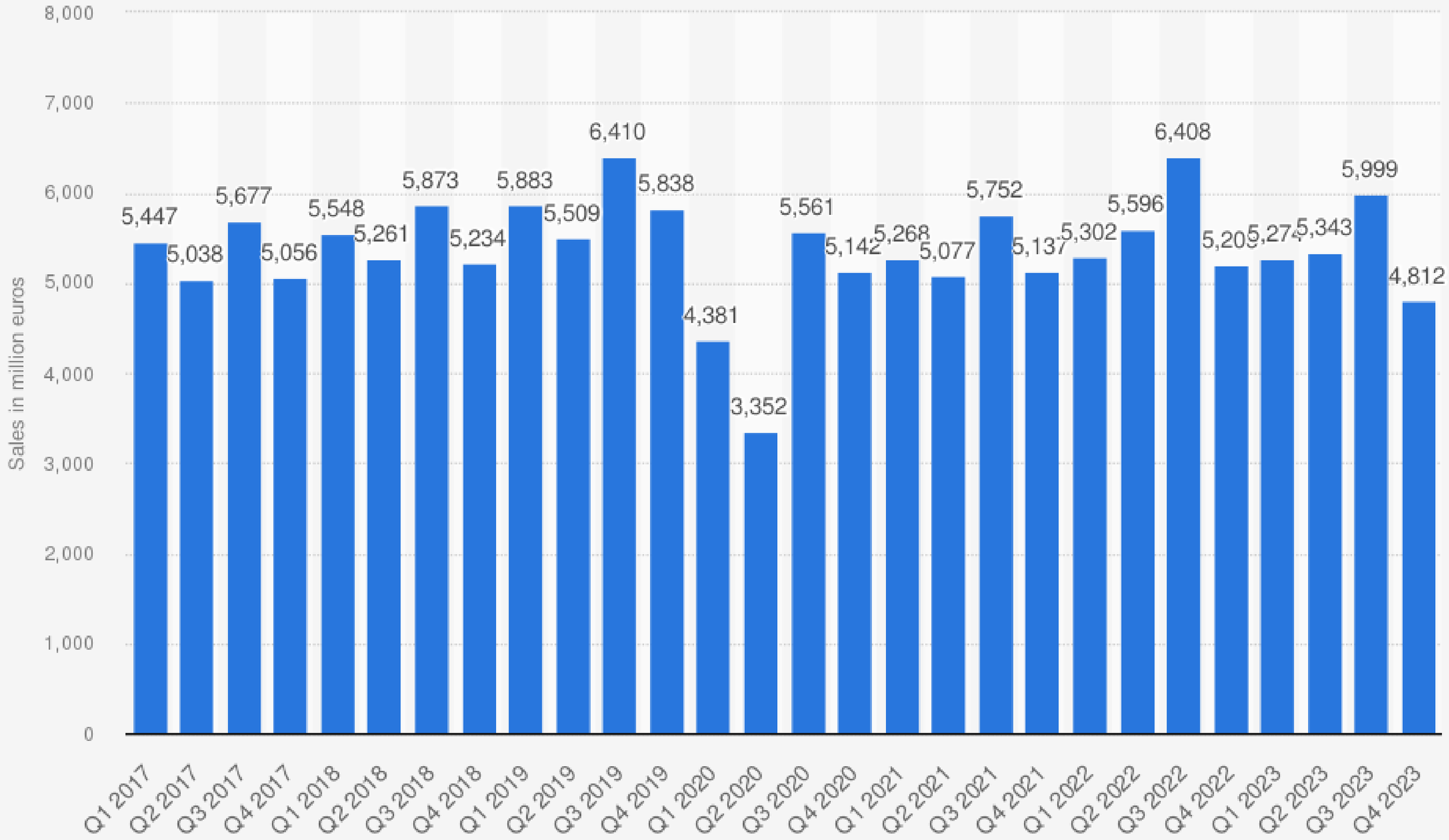
- Adidas footwear sales have declined by 25% to $9.3 billion in 2020 probably due to the pandemic.

- Adidas's footwear sales in North America decreased by more than 16% in 2023. Some reasons for this decline include:



1. Inventory levels: Adidas cut sales to wholesalers to reduce high inventory levels.
2. Demand: Lower demand and overstocked stores have affected sportswear and apparel companies.
3. Yeezy: Adidas cut ties with Kanye West in October 2022, suspending sales of the Yeezy sneaker line.
4. Competition: Sportswear brands face competition from other sports brands, emerging brands, and fast fashion brands.

The adidas Group's quarterly net sales worldwide from 2017 to 2023 (in million euros)



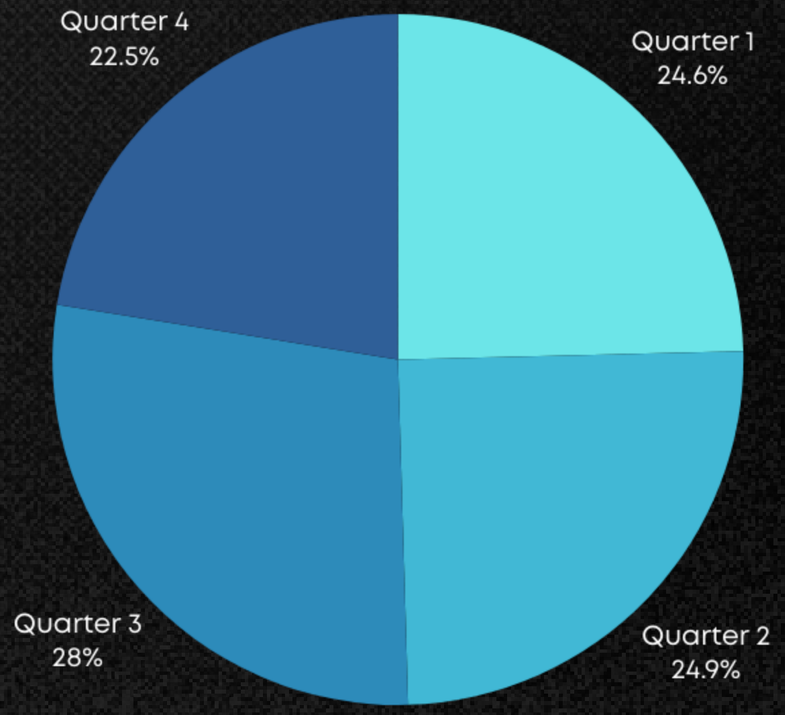
Seasonal Adjustments

Higest Sales: 3rd Quarter (28.00%):

- Often the strongest quarter, boosted by the back-to-school season in many regions, which significantly impacts sales of children's and youth sportswear and footwear.
- Additionally, summer sports and activities peak during this time, possibly aligned with major sporting events. like FIFA

Lowest Sales : 4th Quarter (22.45%):

- Typically, the last quarter would be expected to be higher; however, the specific decrease might be due to economic factors, changes in consumer spending habits, or shifts in promotional strategies.

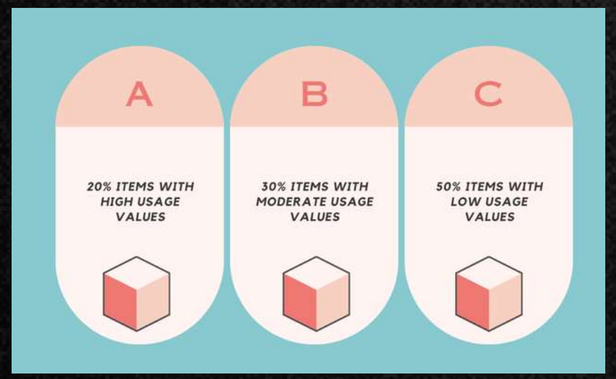


Inventory Management

Key Elements

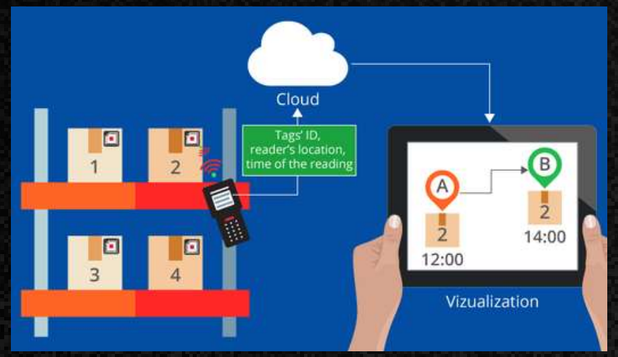
Just-in-Time (JIT) Inventory Management

- Align production with demand
- Minimize excess inventory and storage costs



ABC Analysis

- Categorize inventory into high, medium, and low-value items
- Allocate resources based on importance



RFID Technology

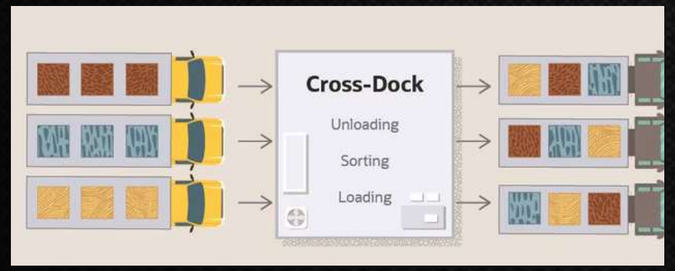
- Track inventory in real-time
- Improve inventory visibility and accuracy

Inventory Forecasting

- Predict demand fluctuations
- Adjust inventory levels proactively

Vendor-Managed Inventory (VMI)

- Collaborate with suppliers to manage inventory levels
- Replenish stock automatically based on demand



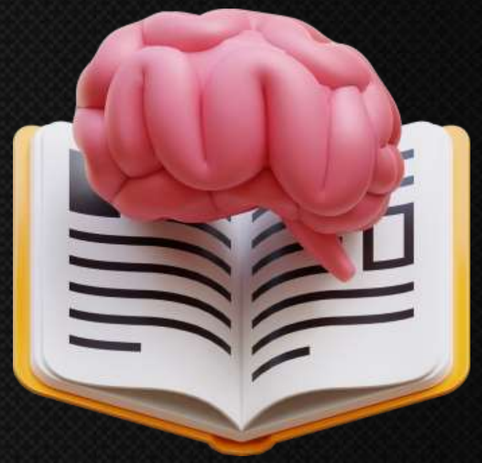
Cross-Docking

- Transfer products directly from inbound to outbound transportation
- Streamline distribution processes

Warehouse Management Systems (WMS)

- Optimize warehouse operations
- Improve inventory tracking, picking, and shipping

Key Strategies



Technology

Adidas has invested in technology to help it manage its supply chain more effectively.

This includes its software platform, which manages product flows and inventory levels.

Partnership with AT&T and BlackBerry

Leveraged existing service plans and infrastructure for maximum return on investment.

Developed a cost-effective solution tailored to adidas' needs with minimal additional service plan fees.

Strategic Sourcing

Adidas invests in strategic sourcing to secure the best quality materials at competitive prices.

It also uses a network of global suppliers to ensure access to the latest materials and technologies.

Annual Inventories of Adidas

Inventories € in millions

	Dec. 31, 2023		
	Gross value	Allowance for obsolescence	Net value
Merchandise and finished goods on hand	3,611	(317)	3,294
Goods in transit	1,222	–	1,222
Raw materials	8	–	8
Work in progress	0	–	0
Inventories	**4,841**	**(317)**	**4,525**

Inventories € in millions

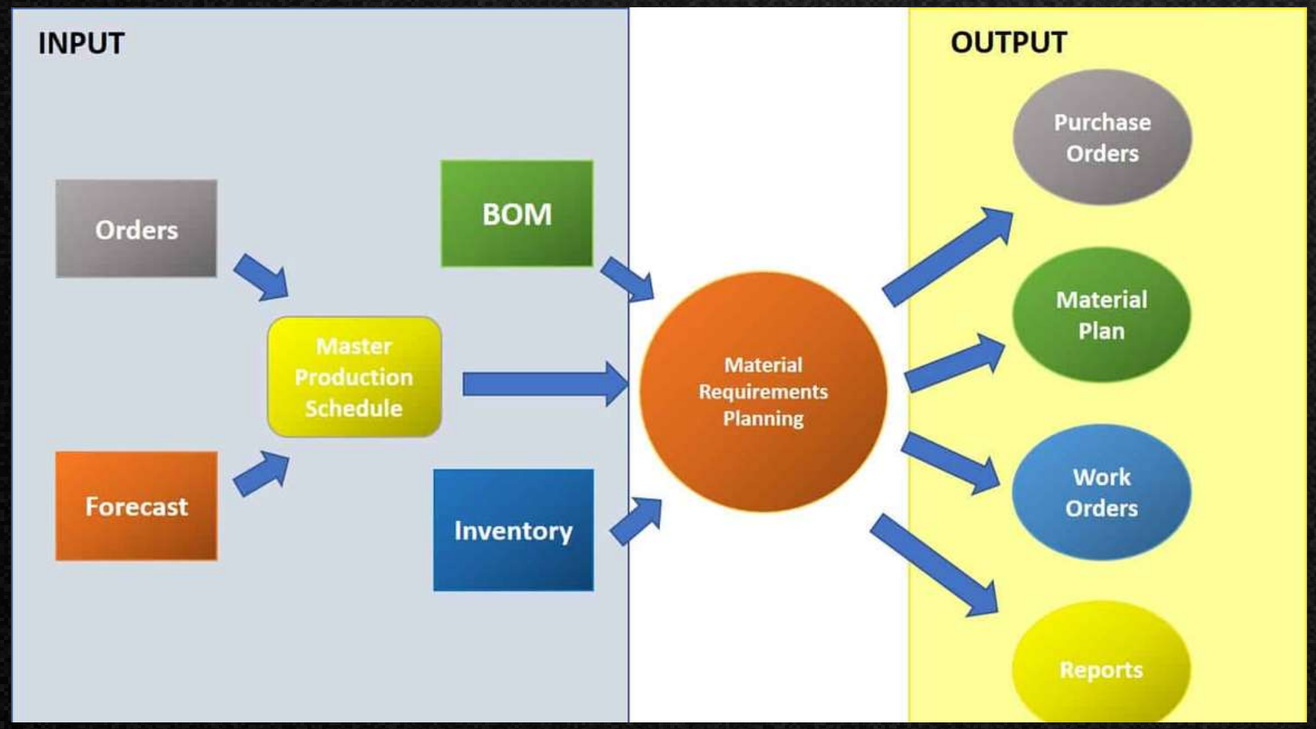
	Dec. 31, 2022		
	Gross value	Allowance for obsolescence	Net value
Merchandise and finished goods on hand	4,522	(225)	4,297
Goods in transit	1,667	–	1,667
Raw materials	9	–	9
Work in progress	–	–	–
Inventories	**6,198**	**(225)**	**5,973**

Inventories € in millions

	Dec. 31, 2021		
	Gross value	Allowance for obsolescence	Net value
Merchandise and finished goods on hand	2,596	(149)	2,446
Goods in transit	1,556	–	1,556
Raw materials	7	–	7
Work in progress	0	–	0
Inventories	**4,159**	**(149)**	**4,009**

MATERIAL REQUREMENT PLANNING

Material requrement Planning(MRP)



- Inventory control and output planning are automated with material needs planning (MRP).
- MRP aims to maintain a minimal inventory level. MRP properly determines component item timing and efficiently schedules their preparation to guarantee they are available on time.
- The production schedule is also included.
- MRP monitors work order correlation to reschedule related activities if one portion of production is delayed.
- MRP systems can keep schedules current.

When do we use MRP?

Dependent demand items: The demand for component parts does not have to be forecasted; it can be derived from the demand for the finished product.

Discrete demand items: Another difference between finished products and component parts is the continuity of their demand.

Complex products: Industries that manufacture complex products, requiring the coordination of component production, find MRP especially useful.

Erratic orders: The advantages of MRP are more evident when the manufacturing environment is complex and uncertain.

Assemble -to-order environment: MRP systems are very useful in industries in which the customer is allowed to choose among different options.

MRP Inputs & Outputs

- Master Production Schedule
- Product Structure File
- Item Master file

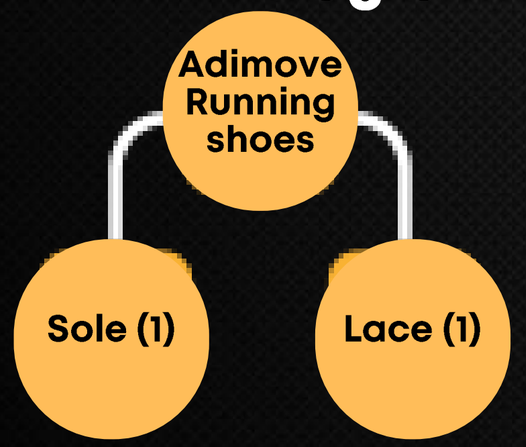
Material Requirement Planning

- Planned order
- releases :
  - Work orders
  - Purchase orders
  - Rescheduling notices

MRP Process : Example

Let us consider the below given product structure diagram, Master production file and Item Master file as inputs to the MRP process.

Product Structure Diagram



Level 0

Level 1

Master Production Schedule for Adimove shoes (in thousands)

Period	1	2	3	4	5
Adimove shoes	50	75	56	60	44

Item Master File

	Adimove Shoes	Sole	Lace
On hand	3000	1000	2000
On order (Sch Receipts)	50,000	50,000	50,000
LLC	0	1	1
Lot Size	L4L	MULT5000	MIN50000
Lead time	1	1	1

MRP Process : Example

Item: Sole	LLC : 1			Period		
Lot Size: MULT 5000	LT : 1	1	2	3	4	5
Gross Requirements		50,000	75,000	56,000	60,000	44,000
Scheduled Receipts		50,000				
Projected on hand	1,000	1,000	1,000	0	0	1,000
Net Requirements		0	74,000	55,000	60,000	44,000
Planned order receipts			75,000	55,000	60,000	45,000
Planned order releases		75,000	55,000	60,000	45,000	

MRP Process : Example

Item: Lace	LLC : 1			Period		
Lot Size: MIN 50000	LT : 1	1	2	3	4	5
Gross Requirements		50,000	75,000	56,000	60,000	44,000
Scheduled Receipts		50,000				
Projected on hand	2,000	2,000	0	0	0	6,000
Net Requirements		0	73,000	55,000	60,000	44,000
Planned order receipts			73,000	55,000	60,000	50,000
Planned order releases		73,000	55,000	60,000	50,000	

MRP Process : Example

Item: Shoe	LLC : 0			Period		
Lot Size: L4L	LT : 1	1	2	3	4	5
Gross Requirements		50,000	75,000	56,000	60,000	44,000
Scheduled Receipts		50,000				
Projected on hand	3,000	3,000	0	0	0	0
Net Requirements		0	72,000	55,000	60,000	44,000
Planned order receipts			72,000	55,000	60,000	44,000
Planned order releases		72,000	55,000	60,000	44,000	

SUPPLY CHAIN MANAGEMENT

Supply Chain

Adidas has invested heavily in its supply chain, resulting in a complex network of suppliers, manufacturers, and distribution centers.

Adidas has mostly outsourced its manufacture. The company's supply chain is international, diverse, and involves a number of business partners.

Adidas collaborates with almost 700 independent manufacturers who create goods in more than 50 countries, resulting in a complex network.

Supply Chain Strategy of Adidas

- Strategic Sourcing
  (Suppliers, warehouses)
- Quality Control
- Demand Forecasting
- Distribution
  (Delivery, Retail, customers)
- Product customization
- Technology

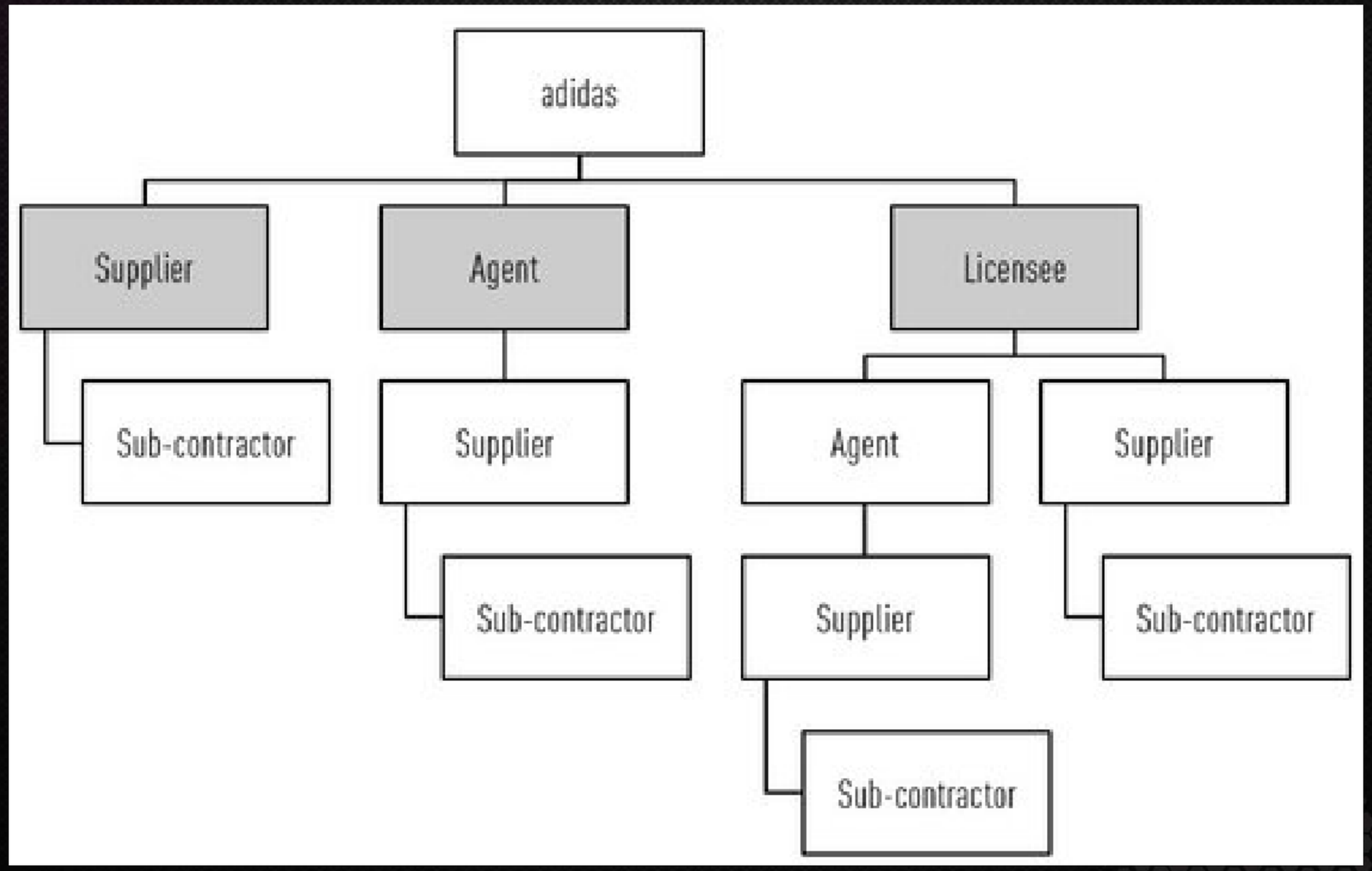
Sourcing models

- **Direct Sourcing:** Global Operations manages adidas' direct sourcing contracts with core suppliers. Global Operations oversees adidas, Reebok, and TaylorMade-adidas Golf clothing, footwear, and accessories development, commercialization, distribution, and oversight. Most of the Group's procurement comes from these vendors.

- **Indirect Sourcing:** A small portion of their stuff is sourced from agents or licences. Agents buy from reliable sources. Licensees order from suppliers or agents. Adidas indirect supply chains meet special needs outside Global Operations' direct sourcing.

- **Local market production:** Adidas Group subsidiaries may use unregulated local suppliers to quickly capitalise on local market possibilities, address special market needs, or comply with trade laws. Supplier manufacture requires Social and Environmental Affairs approval from Global Operations.

Supply Chain Hierarchy of Adidas



Demand forecasting

- Adidas uses demand forecasting techniques to anticipate customer needs and plan for production accordingly.
- Adidas can optimize inventory levels, reduce carrying costs, and enhance customer satisfaction by ensuring the availability of popular products when and where they are needed.

Product customization

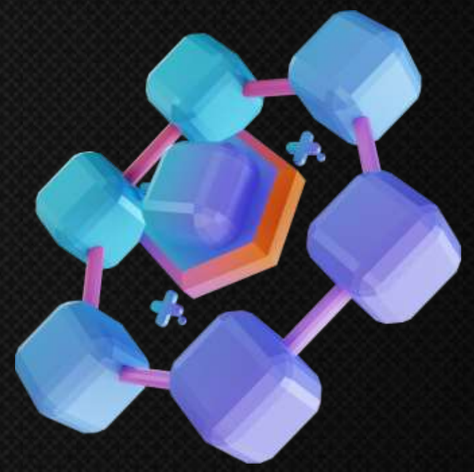
- Adidas offers customers the ability to customize their products, which allows the company to produce products that meet specific customer needs.
- This helps it reduce waste and ensure that it produces the right products for the right customers.This customization capability not only enhances customer engagement but also serves as a powerful tool for inventory management.

Quality control

Adidas has implemented stringent measures to ensure its products meet the highest standards. By upholding uncompromising quality control standards, Adidas safeguards its brand reputation, instills consumer trust

Distribution

Adidas has invested heavily in its distribution network to ensure its products are delivered quickly and accurately to customers. It utilizes various transportation methods, such as air, land, and sea, to ensure its products are delivered on time.



Technology

Adidas has invested in technology to help it manage its supply chain more effectively. This includes its software platform, which manages product flows and inventory levels. The company also utilizes advanced analytics to understand customer needs and preferences better.

CONCLUSION

In our project for Adidas, we looked at how they plan their business, decide what to make and where to make it, predict what they'll need to make in the future, manage their stock, buy materials, and make sure everything moves smoothly from suppliers to customers. We came up with ideas to help Adidas reach their long-term goals, make sure they make the right products, find good places for their factories, keep just enough stock, and get the materials they need on time. These changes help Adidas stay competitive and efficient in the sportswear industry.

REFERENCES

- https://report.adidas-group.com/2023/en/group-management-report-financial-review/business-performance/statement-of-financial-position-and-statement-of-cash-flows.html
- https://www.globaldata.com/company-profile/adidas-ag/
- https://www.edrawmind.com/article/adidas-segmentation-targeting-and-positioning.html
- https://ivypanda.com/essays/adidas-company-organizational-structure/
- https://www.adidas-group.com/en/investors/financial-reports/2023/
- https://insights.greyb.com/adidas-subsidiaries/
- https://www.adidas-group.com/en/about/history/
- https://report.adidas-group.com/2022/en/consolidated-financial-statements/notes/notes-to-the-consolidated-statement-of-financial-position/inventories.html
- https://www.retailitinsights.com/doc/inside-adidas-inventory-management-initiative-0001
- https://companiesmarketcap.com/adidas/stock-price-history/

Thank You