

## Competitive audit

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Strategic information																		SWOT analysis (internal/external)									
Corporate level	Unit-level	Product offering	Price level	Market level	Business level	Target audience	Unique value proposition	Key activities/resources		Key results/variables	Factors	Assessability	Intervention	Strategical	Brand identity	Visual design	Text	Content									
Nike	NIKE	Nike Air Max	20000-30000	Global	Large	High-income, young adults	Performance, durability, and sustainability.	OUTSTANDING High performance and long-lasting	GOOD Durability and long-lasting	GOOD Sustainability and eco-friendly	GOOD Innovation and design	GOOD Brand reputation and marketing	GOOD Customer loyalty and engagement	GOOD Brand identity and logo	GOOD Visual design and packaging	GOOD Text and content	GOOD Content and storytelling	GOOD Content and storytelling									
	NIKE	Nike Air Max	20000-30000	Global	Large	High-income, young adults	Performance, durability, and sustainability.	OUTSTANDING High performance and long-lasting	GOOD Durability and long-lasting	GOOD Sustainability and eco-friendly	GOOD Innovation and design	GOOD Brand reputation and marketing	GOOD Customer loyalty and engagement	GOOD Brand identity and logo	GOOD Visual design and packaging	GOOD Text and content	GOOD Content and storytelling	GOOD Content and storytelling									
Adidas	Adidas	Nike Air Max	20000-30000	Global	Large	High-income, young adults	Performance, durability, and sustainability.	OUTSTANDING High performance and long-lasting	GOOD Durability and long-lasting	GOOD Sustainability and eco-friendly	GOOD Innovation and design	GOOD Brand reputation and marketing	GOOD Customer loyalty and engagement	GOOD Brand identity and logo	GOOD Visual design and packaging	GOOD Text and content	GOOD Content and storytelling	GOOD Content and storytelling									
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Skechers	Skechers	Nike Air Max	20000-30000	Global	Large	High-income, young adults	Performance, durability, and sustainability.	OUTSTANDING High performance and long-lasting	GOOD Durability and long-lasting	GOOD Sustainability and eco-friendly	GOOD Innovation and design	GOOD Brand reputation and marketing	GOOD Customer loyalty and engagement	GOOD Brand identity and logo	GOOD Visual design and packaging	GOOD Text and content	GOOD Content and storytelling	GOOD Content and storytelling									
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