



Presentation by:  
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# Market Analysis

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01 Produces sportswear, specializing in sports shoes

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02 Demographic for anyone of any age and gender who is an athlete or wants to get more active in sports and fitness, in need of gear and equipment to do so.

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03 Competitors: Adidas, Supreme & Puma

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# Meet Kevin Levy

Kevin Levy, 25, has a passion for basketball and NBA. Has been on the basketball team since middle school and hopes to join the NBA. He lives in Queens, likes to look nice, and all his basketball equipment is damaged, so he is looking for a place with good products, like new sneakers or leg/arm warmers, etc. He likes Nike because it is minimalist, simple yet also neon and cool as a design.



# ADIDAS

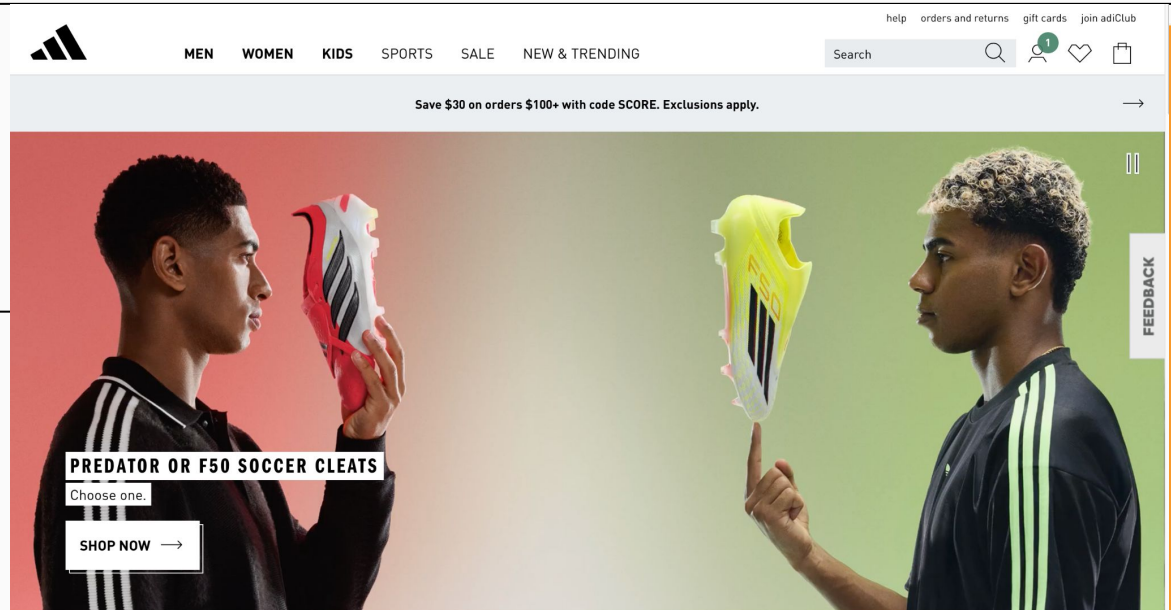


**Media Types:** Images, Ads, Sponsorships, Bottom Resources, Alternating Carousels/Slideshows, Campaigns, Logo, Online Shop, Interactive Menus & Embedded Links

**Colors:** Black, White, Pale-Dark Green  
(Hex-code: #408267)

**Typeface:**

- AdihausDIN  
(14-20px & 46 px)
- AdineuePRO (40 px)



# ADIDAS: Primary Functions

Online Shopping
Seamless Checkout
Product Navigation
Brand Marketing
Order Management
Customer Support
AdiClub Membership Management