

STRATEGI BISNIS PRODUK SPORT APPAREL OLEH ADIDAS AG DI INDUSTRI SEPAKBOLA

Oleh : Eric Adiwijaya

Sport, one of world industry that giving impact for the economics not in one country but also to the world. This industry is growing in the business with football or soccer for the American is the largest fans all around the globe, FIFA world cup is one of the example that football is have its own magic that affect the host country and invite more income to the host and the manufacturers that make the kits. Because of this phenomenon, most of sport apparel maker like Adidas, Nike, Puma that well known as football kit makers, have very tight competition in the market, which is led by Nike in the last decade. As the title of this thesis is for one biggest innovator in football Industry, Adidas AG. This study is conduct before the start of year 2017 and before the annual report of 2016 has been published. Adidas AG strategy is focus on innovation, build new products and develop more in their R&D future lab division, for another reason they should focus on expanding their market especially in Asia. Also using their fund and revenues to allocate in their R&D's and Expansion for their marketing These strategies coupled with its resources that provide all the news, information, and all kinds of data that needed in terms of competing in football market.

Keyword: Sport Industry, Football Industry, Adidas, Strategies.