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# ADIDAS-REEBOK MERGER





# *Introduction*

**It is only reasonable to start with defining the athletic footwear and apparel market since the merger of two giants, Adidas and Reebok, in 2005. Established for its European design feel, the company Adidas aimed to expand its base in North America, where Nike had a near monopoly.**





# *Challenges Post-Merger*

**The integration process actually had its difficulties. The problem that Adidas has is the company was unable to sustain the spirit of Reebok which caused it to lose consumers. Due to disparity between identity and closeness, there was conflict mainly in management and decision making processes.**





# *Managing Strategy*

**Managing Strategy and Operations across the Organization: Outcomes and Implications** Although the integrated strategy of merger proved to be challenging at first, Adidas put new and dedicated market strategies in Reebok coupled with new product lines in the marketing mix.







## *Conclusion*

**In this paper the chosen case of the Adidas-Reebok merger provides useful lessons on the challenges of consolidation in related industries.**

**Introducing DV as suitable lifestyle companions; positioning DV to reflect the quality and character of the target consumers; and the ability to influence the market are the key drivers of success. To review this case and other similar stories in detail, see [thecasesolutions.com](http://thecasesolutions.com).**





# *Resource*

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