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ASJCS Chasing a 2020 Vision

Introduction

The case focalized ASICS, and done an efficient analysis of the strategic developments of this company and its plan for the year 2020. ASICS is a global athletic footwear and apparels company that wanted to improve its position in the competitive market. The following analysis captures key factors surrounding ASICS as well as the firm's strategies to address the challenges towards realization of its objectives.



Background

Remaining since 1949, ASICS has reputation of producing high quality athletic products. However, the beginning of the 2010s revealed the firm started to plateau in terms of sales and market share. Average The company realized the time had come for change and embarked on a long-term programme called the “2020 Vision”.

Strategic Focus

Based on the above concept, ASICS was able to consider several strategic areas of focus towards the realization of its vision. Firstly, there was an drive for novelties in the framework of a product modification and the focus on doing research as well as developing new technologies for improving the performance aspects.

Conclusion

This paper shows by using the ASICS case that strategic foresight helps to react adequately to ongoing market developments. Through innovation, better brand positioning and internationalization, ASICS expects to accomplish the 2020 Vision in a the right way. This case provides a rich source of understanding for other organisations facing similar issues in the complex sportswear market environment. To read more about ASICS and its operations and strategies, go to [The Case Solutions](#).

Our Mission

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