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the lack of physical stores is not giving a good brand presence leading to unawareness about the brand. Competition. Adidas has confirmed to be sturdy and putting a growing pressure in the athletic field, stealing market share from Under Armour and Nike. Adidas raised its 2017 guidance in August and said sales grew 26% in North America in its remaining economic region. SWOT Analysis is a simple but useful framework for analyzing your organization's strengths, weaknesses, opportunities, and threats. It helps you to build on what you do well, to address what you're lacking, to minimize risks, and to take the greatest possible advantage of chances for success.

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