

**Strength**

**Weakness**

- Reebok has the longest history
- Implemented the 1<sup>st</sup> shoe for women for aerobic purpose
- Reebok is known best in retailing athletic shoe of all the time
- Corporation recognized as a fitness trademark.
- Having headship for the footwear for tennis
- Reebok is style oriented.
- Having foremost position in marts of USA, UK, Canada, Australia, Denmark, Sweden Singapore etc

- Worldwide recognition is weaker
- Brand image is different for various stocks sector
- Trademark image is slight
- Feeble control over suppliers & firms
- Frequent variation in marketing notion
- Struggle to discover equilibrium amongst presentation & lifestyle alignment.
- Stock types are liberated trade division.

**Opportunities**

**Threat**

- Limited worldwide companies
- Approval of athletic wear as road & casual wear
- Request for casual shoes is quicker growing than athletic shoes.
- New mart opportunities in East & Central part of European nation.
- Development is quicker than Nike.

- Competitive business surroundings globally
- The fashion for aerobic is out-of-date
- Growing rivals publicity expenditure
- Adidas became the leader of mart in Europe
- Mart development is lethargic



Corporation has been able to raise incomes & develop functioning limits regardless of some challenging self circumstances in several main marts in 2004 in the world.

### **WEAKNESSES**

The corporation had come below fire from its competitors in the landmarks section. In the earlier time, corporation has measured this shoe group without much rivalry; nevertheless corporations as Adidas & Nike were approaching with their own standard shoes. Corporation was still the mart frontrunners in that zone but the gap retained narrowing.

### **OPPORTUNITIES**

Corporation's average value apiece shoe in athletic footwear shops, which accounts for about 15 percent of the mart, was significantly low average. Its average value apiece shoe is 45dollar, linked with an opening average closer to 60 dollar. The corporation's less than average shoe value is partially due to the great fraction of simple stocks retailed, which is itself partially attributable to its old-style spot in the ladies' segment. This left amply of space for the corporation to strength in on upper valued retails, as its stocks & advertising efforts develop, as well as rising trademark alertness. Corporation's funding contracts assisted the corporation growth its average sales value.

### **THREATS**

Footwear is Corporation's biggest section & the corporation trusts honestly deeply on the footwear mart. That was a modest arena experiencing much slow development than in earlier years &, like most other manufacturers, Reebok stroked that it should do extra to raise retails. Corporation had also to be conscious that the marketplace for more luxurious footwear was lecelerating. This could eventually force values down, must this fashion last for a important me period. With the corporation so dependent on footwear, it endangered losses, whereas ther rivals like Nike could drop back on their clothing sections.



- Fresher technology improvement or inventions could support the corporation to get additional benefit & market share on its upcoming stocks.
- Spread its circulation link through its personal companies or distinct suppliers would enhance corporation's upcoming retails.
- Corporation could enlarge its children segment.
- Regime segment could be enlarged & could be given additional concentration & observation.
- Additional links with sporting schools/colleges globally

### Threats:

- The business is measured by fashions & the fashions are closely not expected. Corporation facing solid rivals in the casual marketplaces & rivals stocks are heavy, stylish & fashionable.
- Quick variations in technology & customer liking that could happen in the footwear & clothing marketplaces establish important threat issues in the corporation's process.
- The company's other product lines also continue to confront strong competition.
- Rivalry by Chinese marketplace could be alleged as a risk.
- Changing universal moneys could mean sufferers to the corporation.
- Rivalry in every marketplace for the Corporation's stock is established in a diversity of methods, comprising value, excellence, trademark image and capability to reach distribution obligations to sellers.

### Recommendation:

From the time of footwear marketplace, many of the masculine customers are more anxiety on the newer technology & the stock production, the corporation needs to put additional focus on its stock technology growth & production. Of the other section, the corporation needs to be conscious of the newer fashions & the stock elegance & image. The footwear & clothing business is strongly competitive; thus, if corporation could respond to the quick variations in the customer likings & the technical inventions, the corporation could produce additional benefits on that. From the time when the footwear marketplace still has the space to rise its marketplace, but retails development might need to rely on in part on the corporation growing its market share at the expenditure of its rivals, the higher end stock might force customers to shift their liking to rivals. Hence, corporation needs to deliberate creating additional modest value stocks to the consistent customers & marketplaces. Of the oversea process, it includes the possible danger. From the time when it could support corporation to downcast the price considerably, the corporation needs to be conscious of the financial & governmental condition of those alien nations. Differentiate the stocks are decent process to support corporation to evade the corporation too reliant on certain stock outlines.

Nevertheless, numerous stock outlines might get corporation into economic disaster. Hence, Excellence versus Capacity is healthier process to go for. Lastly, Generate additional networks of circulation in reserved link or separate & healthy improve of selling connection could support corporation to increase additional retails & benefits.