

(Free pdf) A Financial Analysis of the Sports Manufacturer ADIDAS

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Patricia Seitz

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Patricia Seitz : A Financial Analysis of the Sports Manufacturer ADIDAS before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Financial Analysis of the Sports Manufacturer ADIDAS:

Seminar paper from the year 2014 in the subject Economics - Finance, grade: 1,3, Fairleigh Dickinson University, Metropolitan Campus, language: English, abstract: The present study includes a financial analysis of the sports goods manufacturer Adidas Group AG and its subsidiaries. This is important to understand the further course of the work, which falls under all Adidas Group AG. The main feature of this paper is to calculate the ten different financial ratios and evaluate them. For this a comparison of the key corporate figures and secondly, a comparison with companies

from the same industry is made. The following is an overview of sponsor contracts in the company and current status in the sport industry. The result of the analysis shows that this sporting goods manufacturer is indeed represented worldwide, but mainly in Europe and should therefore invest more in the American market.