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Two industry giants: Adidas and Nike

"Three stripes" – under this "nickname" the well-known brand Adidas. The company itself was founded in 1924 by two brothers, Adolf and Rudolf Dassler, and later renamed Gebrüder Dassler. In 1962, the ambitious 24-year-old Phil Knight decided that the world should know about him, and borrowed \$ 300 from his father, went to Japan. There were only 300 couples in the first batch. Two years later, Knight, along with his athletics coach Bill Bauerman, with whom they signed a partnership agreement (he in turn invested \$ 500), resold 300 pairs of shoes and was able to earn \$ 800. Then the founders of the company gave it the name Blue Ribbon Sports, which soon changed to Nike.

Comparing dividends, Adidas has seen higher dividends and profit growth, while Nike has seen continuous dividend growth for 18 years. At the moment, buying shares of major sports brands looks very attractive both in price and investment prospects for this year:

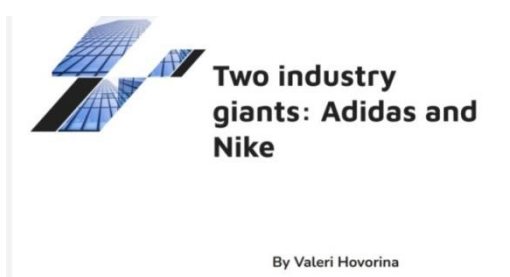
new points for the development of a large market (for example, China);

new clothing collections for launch; development of marketing strategy with the "stars" of sports and show business. Adidas shares are projected to reach 280-285 euros over the next 12 months,

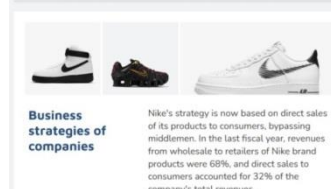
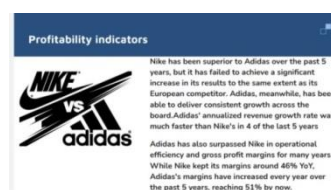
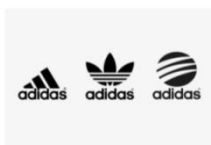
while Nike shares may rise above historical

highs of \$ 105.

Nike's strategy is now based on direct sales of its products to consumers, bypassing intermediaries. Last fiscal year, Nike's wholesale retailers accounted for 68% and direct sales to consumers accounted for 32% of the company's total revenue. The Adidas brand's strategy for the coming years is to accelerate revenue growth by increasing its share of its core markets rather than the larger market. The main goal of the company is a stable increase in net



"Three stripes" - under this "nickname" everyone knows the famous brand Adidas. The company itself was founded in 1924 by two brothers, Adolf and Rudolf Dassler, and then it was named Gebrüder Dassler.



Міжнародний круглий стіл «Бренд-менеджмент: сучасні інновації, тенденції та міжнародні практики»

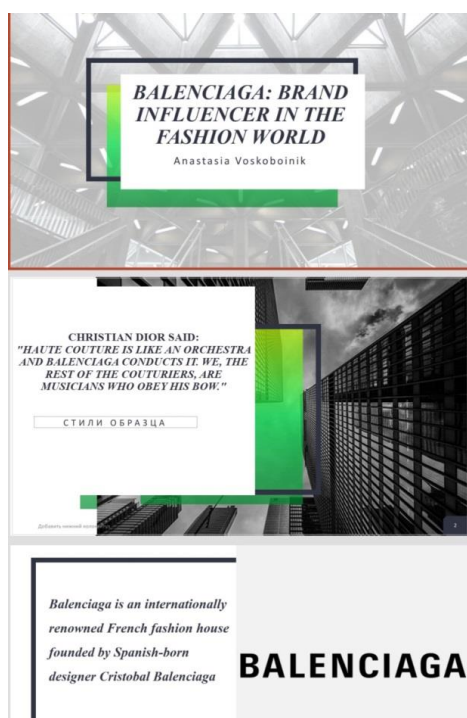
profit, as well as an annual increase in profit by 20-22%. The creation of companies and the development of their history is fascinating. The products of corporations are designed for popular sports and sports lifestyle. Patented technologies are developed in special departments of companies. Corporations create and accumulate their technological base. Diversity of the range of products with new additions every week. Popular models are not forgotten over time, but their remakes are released, companies are no strangers to collaborations and launching lines (models are updated in color). Both companies are developing new products, combining technologies that have already gained popularity among models.

Both companies are developing new products, combining technologies that have already gained popularity among models. Often the novelty is collected as a designer, assembling the running technology in a new silhouette. The main focus is on marketing. Innovation is in second place. The example of the football market clearly shows the real share of new products in the huge range of products that fill the shelves of Adidas and Nike. Among the usual packs, various updates, remakes and similar "novelties" there will be very few really new ones.

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Balenciaga is a brand of influencer in the world of fashion



Christian Dior once said: «*High fashion is like an orchestra, and Balenciaga conducts it. We, the rest of the couturiers, are musicians, submissive to his bow*».

Balenciaga is a world-famous French fashion house founded by Spanish-born designer Cristobal Balenciaga. The fashion designer had a reputation as an uncompromising couturier and was called by Christian Dior "the master of all". The Cristobal Balenciaga Fashion House was founded in 1914. Soon, the Spanish royal family itself began to order costumes from him. Guerrilla marketing is a broad term, but, roughly speaking, these are non-traditional and low-budget marketing campaigns. In the case of Balenciaga, some of the brand's items are an advertising campaign in and of themselves. The scheme is very simple: you see an item that does not