



#	STRENGTHS (+)
1	Strong global brand recognition and reputation
2	Extensive product portfolio across various sports categories
3	Effective marketing and advertising campaigns
4	Innovation in product design and technology
5	Diverse distribution channels, including retail and e-commerce
6	Strong relationships with athletes and sports teams
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#	OPPORTUNITIES (+)
1	Growth in demand for athleisure and sportswear products
2	Expansion into new markets and regions
3	Development of sustainable and eco-friendly products
4	Increased focus on e-commerce and digital platforms
5	Collaborations with fashion designers and celebrities
6	Expansion into new sports categories and segments
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#	WEAKNESSES (-)
1	Relatively higher pricing compared to some competitors
2	Dependence on external manufacturers for production
3	Potential controversies related to labor practices and supply chain management
4	Counterfeit products impacting brand authenticity
5	Limited presence in some emerging markets
6	Vulnerability to changing fashion and consumer trends
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#	THREATS (-)
1	Intense competition from other sportswear brands
2	Rapid changes in consumer preferences and fashion trends
3	Potential negative publicity or social media backlash
4	Economic downturns impacting consumer spending on apparel
5	Increasing regulations related to sustainability and labor practices
6	Technological advancements in material and product innovation
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