



Marketinganalyse Von Puma

By Sean Miller

GRIN Verlag. Paperback. Condition: New. 28 pages. Dimensions: 8.5in. x 5.9in. x 0.0in. Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, 0, University of applied sciences, Munich, course: Marketing, language: English, abstract: Puma is a sports lifestyle company that originally started as a German shoe factory that specialized on football shoes and running spikes in the late 40s. In more than sixty years of existence, Puma has experienced the highest highs as well as the lowest lows. During this time, Puma maintained its expertise in the field of football shoes and now belongs to a small leading group of brands, developing and selling the best football shoes worldwide. This paper focuses on analyzing Pumas position on the market in the field of football shoes, examining its strengths and weaknesses, while also describing the market in general by using Porters Five Forces as well as exploring the influences on the market by doing a PEST-Analysis. Taking this into consideration, the paper discusses where Puma Football might achieve a unique selling proposition and how their marketing objective and strategy looks like. This item ships from multiple locations. Your book...



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