

SCx Bootcamp – August 2017

Adidas Russia Case

Module: Omnichannel Distribution

Date: 08/23/17

Case Study: *Adidas Russia / CIS and the Russian crisis: retrench or double down – IMD Case*

Instructor: Eva Ponce

Assignments:

- Read the case study – Part (A)
- Answer the questions individually
- Be prepared to discuss in class

Questions:

1. Which are the five key initiatives that Adidas have included in their Strategy 2020 meeting?
2. Which pros and cons do you see in the decision of choosing Adidas Russia to become a beacon of excellence in retail IT and SCM within Adidas Group?
3. What are the main benefits for Adidas Russia/CIS to expand their own retail stores?
4. Which is the role that the IT plays in the new initiatives that Adidas Russia /CIS decided to implement?
5. Which actions would you recommend to a retailer that decides to implement an omnichannel strategy?