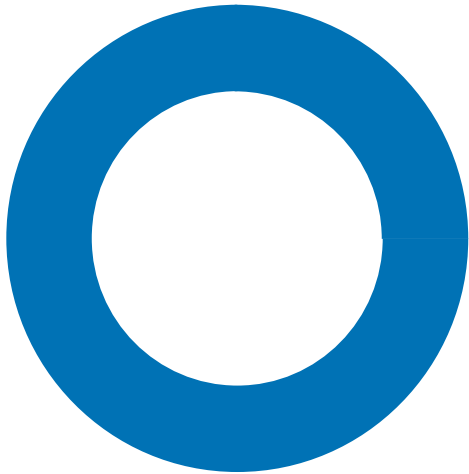


Marketing Analysis For Reebok

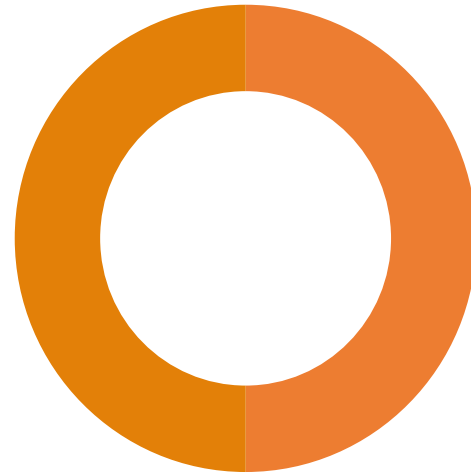
Synopsis:

- Target Audience
- Indian Market Share
- Market Research
- Competition Analysis
- Customer Feedback
- SWOT Analysis
- Conclusion



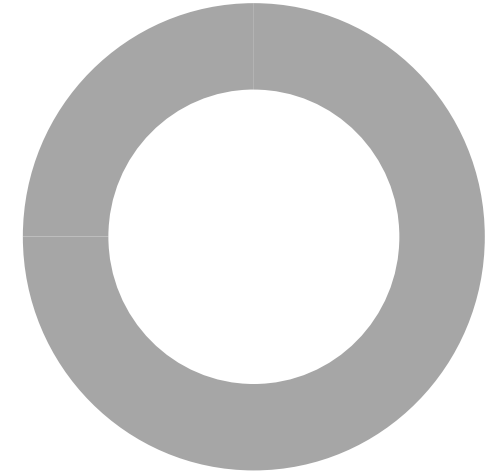
Segment:

- **Geo:** Reebok chose to operate on Pan India basis. Within India it segmented locations as per the consumers' needs.
- **Age:** Reebok India has segmented its product range as per the age of the consumers but the primary focus is on the age group of 21-30 years.
- **Income:** Reebok has product range for the lower income group as well as for high end customers.



Target Group:

- **Income:** Reebok caters to the middle-class and wealthy class and offers them mid-priced products and premium products.
- **Age Group:** Kids in age group 3 - 7 years and kids in the age group 7-12 years. In adults segment it is targeting 21+ and 25+ age groups.
- **Gender:** Reebok has wide variety of product range for both men and women.



Positioning:

- Since its entry in India, Reebok has positioned itself as a brand associated with fitness.
- It launched ad campaigns with various tag lines to show itself as a fitness brand. For example with it's "I am what I am campaign".
- The parent company Adidas, is positioning Reebok as a brand associated with making fitness fun and aspirational for everyone.





More than 80 per cent men and women are making a conscious effort to stay fit for a healthier lifestyle.



2 out of 10 people engages in a single activity, rest practicing two or more.



86 per cent people feel fitness bands and special shoe designs are vital to their workout.



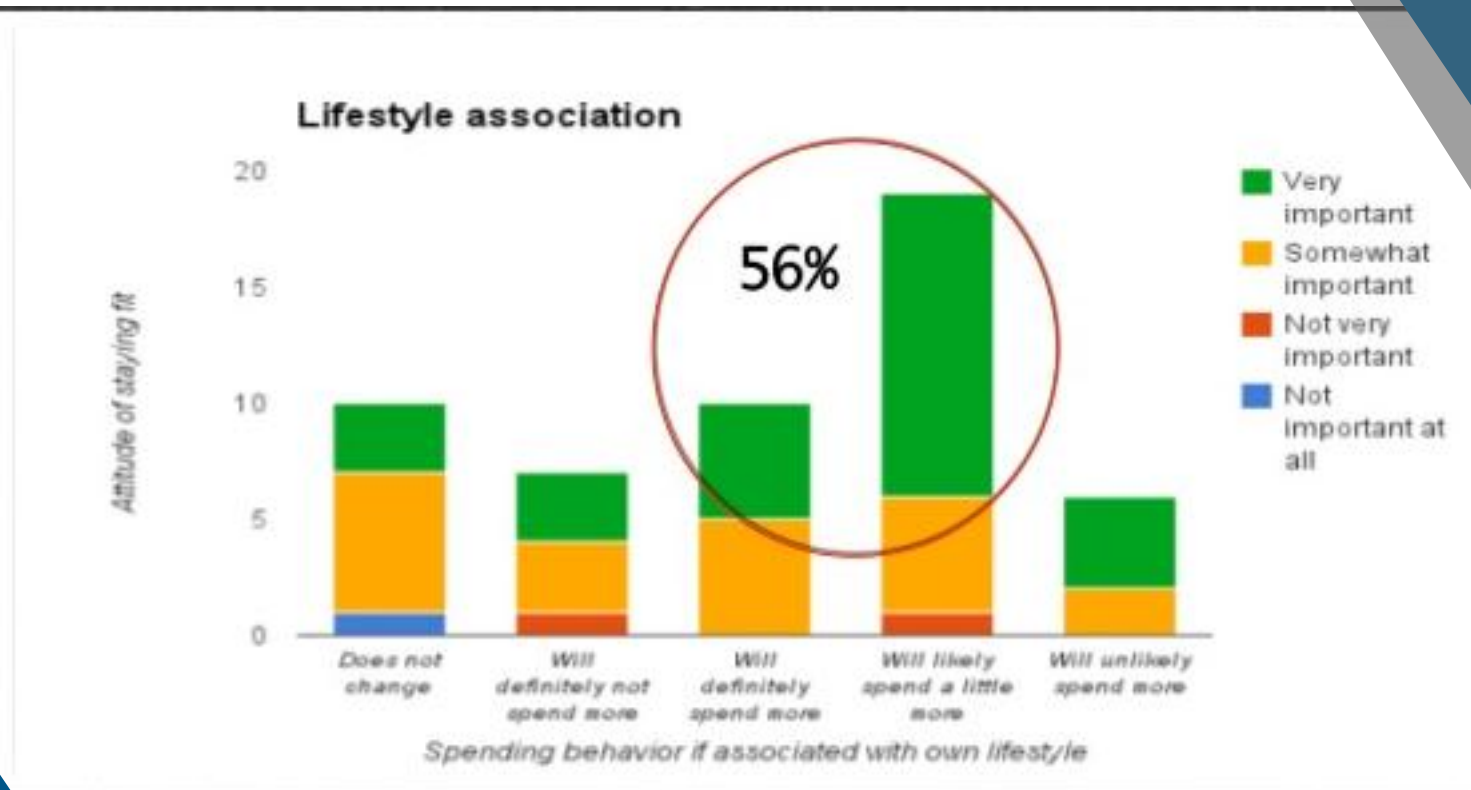
55 per cent men look for a perfect fit while 56 per cent women look for comfort in their gear.



The shoe fetish continues with 64 per cent people investing in the right footwear at least once a year.

Source: www.brandequity.economictimes.indiatimes.com

Spending Behavior & Attitude Of Staying Fit of Indians:



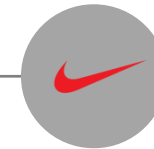
Source: www.slideshare.net

Market Share India

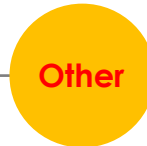
Adidas holds a 21% market share in India and has surpassed both Nike and Puma.



Nike has a mere 11% market share in India.



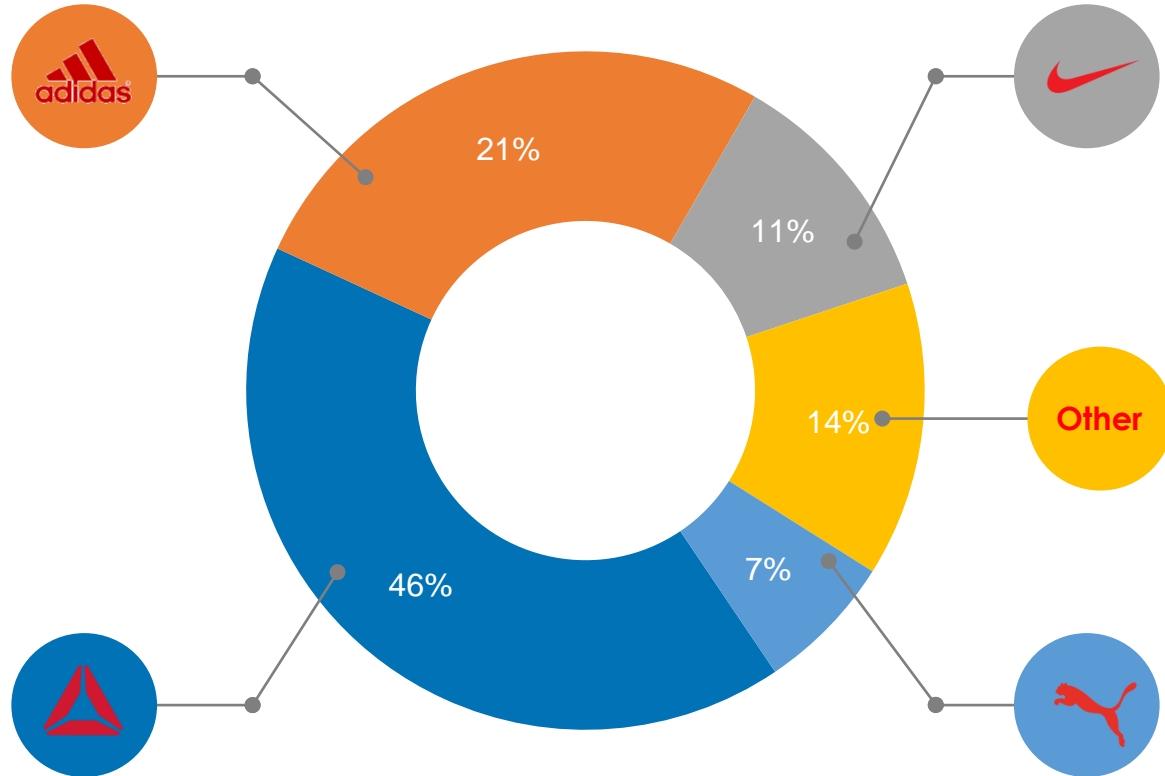
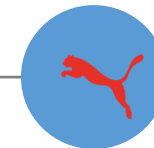
Other brands together holds a 14% market share in India.



Reebok holds a 46% market share in India and has surpassed both Nike and Adidas.



Puma has a mere 7% market share in India.





Nike:

- Premium apparel provider for athletes.
- A Brand for athletes' aspirational goals.
- Focus on hero athletes such as basketball legend Michael Jordan.
- Sponsor many athletic programs, clubs, associations.
- Make use of new media advertisement such as MySpace, YouTube, Facebook, Twitter, Apps, which contribute to its success.



Fila:

- Develops markets leisure shoes, sportswear, athletic brand as well as other sports accessories.
- Fila deals in basketball, tennis, golf, soccer, running and yoga inspired sportswear as well as sports-inspired street wear.
- The advertisement & marketing campaigns put in place by Fila can make it pass Reebok in the near future if the latter doesn't up to its game.



Puma:

- The company designs and develops apparel, footwear as well as other sport inspired accessories.
- In the near past, apparel sale has grown at an unprecedented rate with athletic apparel options such as those for motorsports, men's golf, and sailing gaining momentum as days go by.
- It is a strong competitor due to its pricing and product strategy.

★★★★☆ **The shoes are very comfortable for everyday wear**

By [Sunando Chakrabarti](#) on 21 May 2017

Verified Purchase

The shoes are very comfortable for everyday wear, which is the purpose I bought them for. Although for me the length of the shoe was a little longer than necessary (I opted for a UK size 9), the fit around the ankles is absolutely perfect, not too tight and not too loose. They are very comfortable to wear and have hardly any weight to them, which feels very good since I was previously used to a very heavy Woodlands shoe .I've just been using them for about a week but I think the quality is good enough to last several years. I'll of course update if it does not, but for now I'd highly recommend it. The only reason for my 4 star rating is the length of the sole which for me is a little too long but I believe that is a trade-off with any brand if you're just looking for a shoe for everyday wear, and not for particular running/sports. For all the Hobbits with fat feet, this is the perfect shoe.

★★★★☆ **Good Look, mediocre quality**

By [Amazon Customer](#) on 20 June 2017

Size: 7 UK/India (40.5 EU) (8 US) | Colour: Navy Blue, Blue and White | **Verified Purchase**

I bought this shoes for the second time only because I like the look. Quality is not upto the mark, and its not very comfortable wearing it either... But like I said, I really really like the look...

★★★★☆ **Damn lightweight, and damn comfortable**

By [shariq](#) on 6 October 2017

Verified Purchase

Good quality, like very very lightweight. The sole is good and so is the look. Only thing that i feel is not okay is that its, a little long in the toe area than it should be. Otherwise go fir it, great buy, great comfort

★☆☆☆☆ **Fake product**

By [Raja A.](#) on 8 May 2017

Size: 7 UK/India (40.5 EU) (8 US) | Colour: Red Rush and White | **Verified Purchase**

It's a pure fake product ... It's not original Reebok
Duplicate product don't buy this sole is too bad .



Satish Garg
2 reviews



Published Friday, September 29, 2017
Updated Wednesday, October 4, 2017

Big brand name..Bad quality and worst customer service.

The customer support staff is very rude, arrogant and untrained. I sent my shoes to Reebok workshop for repair/replacement but received defective shoes back with more damages after 4 months of struggle. There was no apology for delay or defect from company side. I called them several time and every time received the same response "my case is on priority" but no one knows the solution.

Company accepted that the product is defective but not ready to refund or replace. Even not ready to provide the defect report.



Abhishek singla
1 review



Published Tuesday, March 7, 2017

Bad bad bad

I bought a lower from reebok on 4jan 2017 n after few weeks there is lint on my lower its too much bad looking n i gave this lower to reebok showroom return on 3 feb 2017 n still it is not in my hand they make me mad



Mahesh
1 review



Published Wednesday, May 3, 2017

it is already 12 days I placed the ...

it is already 12 days I placed the order. During the checkout, everything I purchased were in stock and nothing was customized. So there is no reason to take it about 2 weeks for packaging. my order status is still in progress. My order is NOT. SHIPPED. yet. I thought, reebok was great business.






Laura
8 reviews



Published Wednesday, August 30, 2017
Updated Tuesday, September 5, 2017

WEB SHOP NEED TO BE BRING UP TO DATE

Customer service it's a little deficient, stock need to be updated daily, cause was about to buy something sold out, descriptions need to be more precise about features, delivery a little slow but package was very well protected. I bought 2 trainers, all right, as images, good quality, real leather as it was said on the web side. In my case I catch 2 bargains, same models more cheaper than in other shoe shops online, even amazon, BUT BE CAREFULL WITH SIZES ALWAYS ARE LARGER, I needed to get 1size lower even using insoles

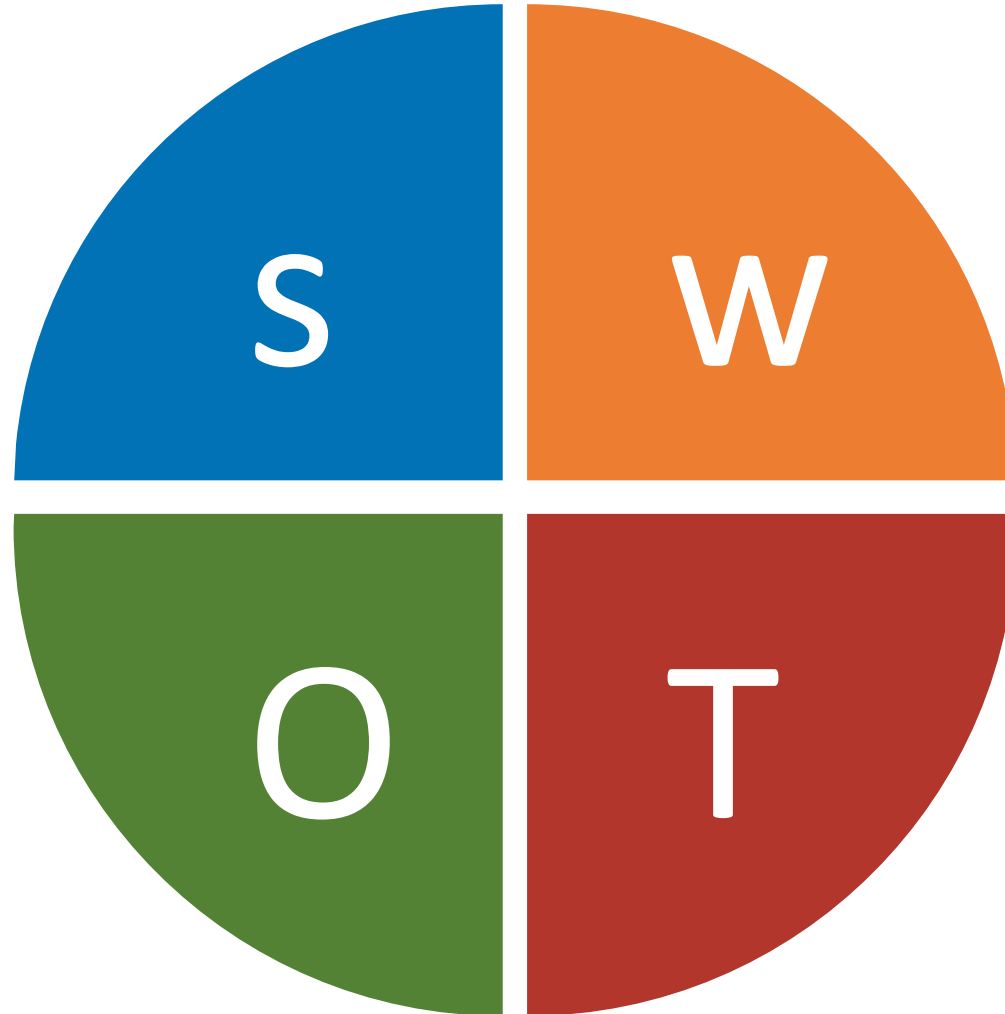
 Useful  

Strengths:

- Largest seller of athletic footwear and athletic apparel in the world.
- Brings out the perfect combination of technology and fitness each year in its products.
- Products are made not only in the premium range but also in mid-range.
- The brand has been endorsed by many sports stars and movie celebs globally.

Opportunities:

- Reebok can expand more in the kids section
- Lifestyle section can be expanded and can be given more focus.
- More tie-ups with sports academies and schools worldwide
- Tapping the growing interest of sports in emerging economies can be targeted by Reebok



Weakness:

- Reebok faces tough problem from fake and duplicate sales.
- Being a popular brand means any controversy affects brand image considerably.
- Customers who are on the lookout for just the styling and not very concerned about features often prefer to purchase cheap imitations.

Threats:

- Competition by international brands means limited market share from Reebok.
- Fluctuating international currencies can mean losses to the company.
- Fake imitations can cause loss to the brand.
- Cannibalization with Adidas brand can also affect Reebok's business.

- Reebok has been very cleverly playing its marketing strategy for last few years. It has been segmenting its market very precisely and then aggressively promoting their products specifically to that segment.
- It has been offering its products at different price levels for different targeted segments. Thus, it tries to cover everyone from mass to class.
 - In addition, Reebok can also explore the segment of formal wear, where it is not present at all. With growing Indian economy and large number of working people, Reebok can very well tap this market.
 - Reebok should promote Indians more to go for physical exercises, for which may be it can announce monetary incentives as well, such as Discount coupons at Reebok outlets if one loose n kgs of weights in n number of days.
 - Thus, we recommend Reebok to continue expanding its reach in new areas, geographies, segments and cover the whole class as well as mass.

- Fake shoes manufacturers and retailers are hampering the brand image as consumers have started associating the quality and performance of a fake product to the brand. Because in India we don't have too many laws against counterfeit.
 - Reebok is focusing singularly on women to come back into the game. However, most women don't take out time for themselves and put fitness as their last priority. So Reebok has to think of more marketing ideas.
 - Though Reebok has a lot of products which cater to specific sporting needs of customers the company has been hugely unsuccessful in educating customers with the result that the brand has today largely become associated with sneakers.
 - A drastic shift has been witnessed from the mainstream lace-ups and slip-ons to styles such as monk straps, oxfords, brogues and tassels.
 - Make In India Mission by Government of India is anticipating India to become amongst top 5 superpowers by 2030, our consumption rates can reach as high as 7-8 pairs. In such a scenario, India would need to produce anywhere between 8-10 billion pairs considering yearly population growth.
 - Domestic shoe manufacturers are all set to capture the Indian market as they have made significant gains in the recent past and it continues to be on an uptrend.

Thank You

Vivoki Business Intelligence
01294107527