






#	STRENGTHS (+)	
1	Strong brand recognition	
2	Diverse product portfolio	
3	Global presence and market share	
4	Innovation and technology advancements	
5	Strong sponsorship and marketing strategies	
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#	OPPORTUNITIES (+)	
1	Expansion into emerging markets	
2	Growth in athleisure and sports industries	
3	E-commerce growth	
4	Strategic partnerships and collaborations	
5	Focus on digital marketing and social media	
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#	WEAKNESSES (-)	
1	Dependence on third-party manufacturers	
2	Product recalls and quality issues	
3	Relatively high pricing compared to some competitors	
4	Sustainability challenges in supply chain	
5	Limited market share in certain regions	
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#	THREATS (-)	
1	Intense competition	
2	Counterfeit products and brand infringement	
3	Economic downturns and fluctuations	
4	Changing consumer preferences and trends	
5	Currency exchange rate fluctuations	
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