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BUS 2338



MISSION STATEMENT

The Adidas Group strives to be the global leader in the sporting goods industry with brands built on a passion for sports and a sporting lifestyle. We are committed to continuously strengthening our brands and products to improve our competitive position.

Adidas is one of the most popular brands of 2010 and is completely dominating the clothing market. The Adidas brand was formed in Herzogenaurach, Germany on August 18, 1949 by Adolf "Adi" Dassler. Dassler was born on November 3, 1900 and began making shoes in his mother's basement after returning from the first world war.

Throughout the year with the pandemic going on Adidas has still been able to stand out from their competitors such as Nike & parent company Reebok. With the help of new releases along with collaborations such as Beyonce's Ivy park collection Adidas has proven to still remain one the world's largest and best sports brand.

1) Working capital

$$11,169 - 9094 = 2075$$

2) Current ratio

$$\frac{11,169}{9094} = 1.22$$

3) Inventory Turnover

$$\frac{2657}{5740} = 0.462$$

4) Days in inventory

$$\frac{365}{2.78} = 131.2$$

5) Account Receivable turnover

$$\frac{2657}{2794} = 0.462$$

6) Average Collection period

$$\frac{365}{7.29} = 50.06$$

7) Debt to assets ratio

$$\frac{9094}{20782} = 0.437$$

8) Times interest earned

$$\frac{65.52}{1948} = 0.033$$

9) Free cash flow

10) Earnings per share

$$\frac{30.4}{1948} = 0.015$$

11) Price earnings ratio

$$\frac{35.86}{1.37} = 26.17$$

12) Gross profit rate

$$\frac{2345}{4753} = 0.493$$

13) Profit margin

$$\frac{34.25}{4753} = 0.0072$$

14) Return on assets

$$\frac{34.35}{22.92} = 1.498$$

15) Assets turnover

$$\frac{4753}{22.92} = 207.3$$

16) Payout ratio

$$\frac{215.47}{34.35} = 6.272$$

17) Return on common stockholders' equity

$$\frac{30.5}{7347} = 0.0041$$

