

Abstract

Title:

Analysis of development of sports brands Adidas and Puma

Objectives:

The main aim of this thesis is to compile, describe and analyze informations about history and development of sports brands Adidas and Puma.

Methods:

The main informations about historical development of Adidas and Puma were processed by direct historical method, method of deduction and progressive method. Research through the comparative method was used marginally.

Results:

The results show the direction in which the development of brands Adidas and Puma has gone and help to understand what lies behind their success and what direction it will probably take their further development.

Keywords:

brand, history, origin, evolution, Adidas, Puma