

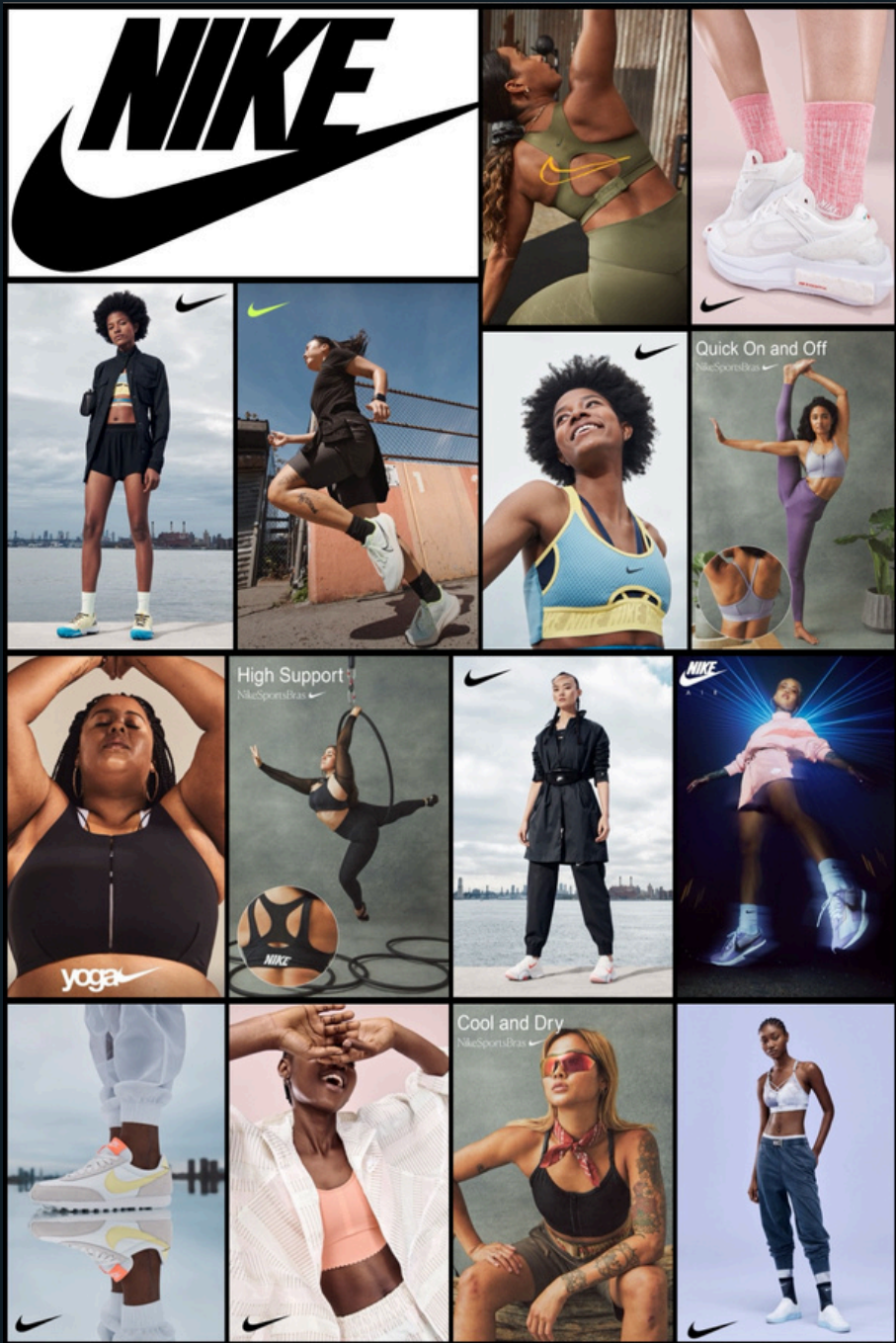
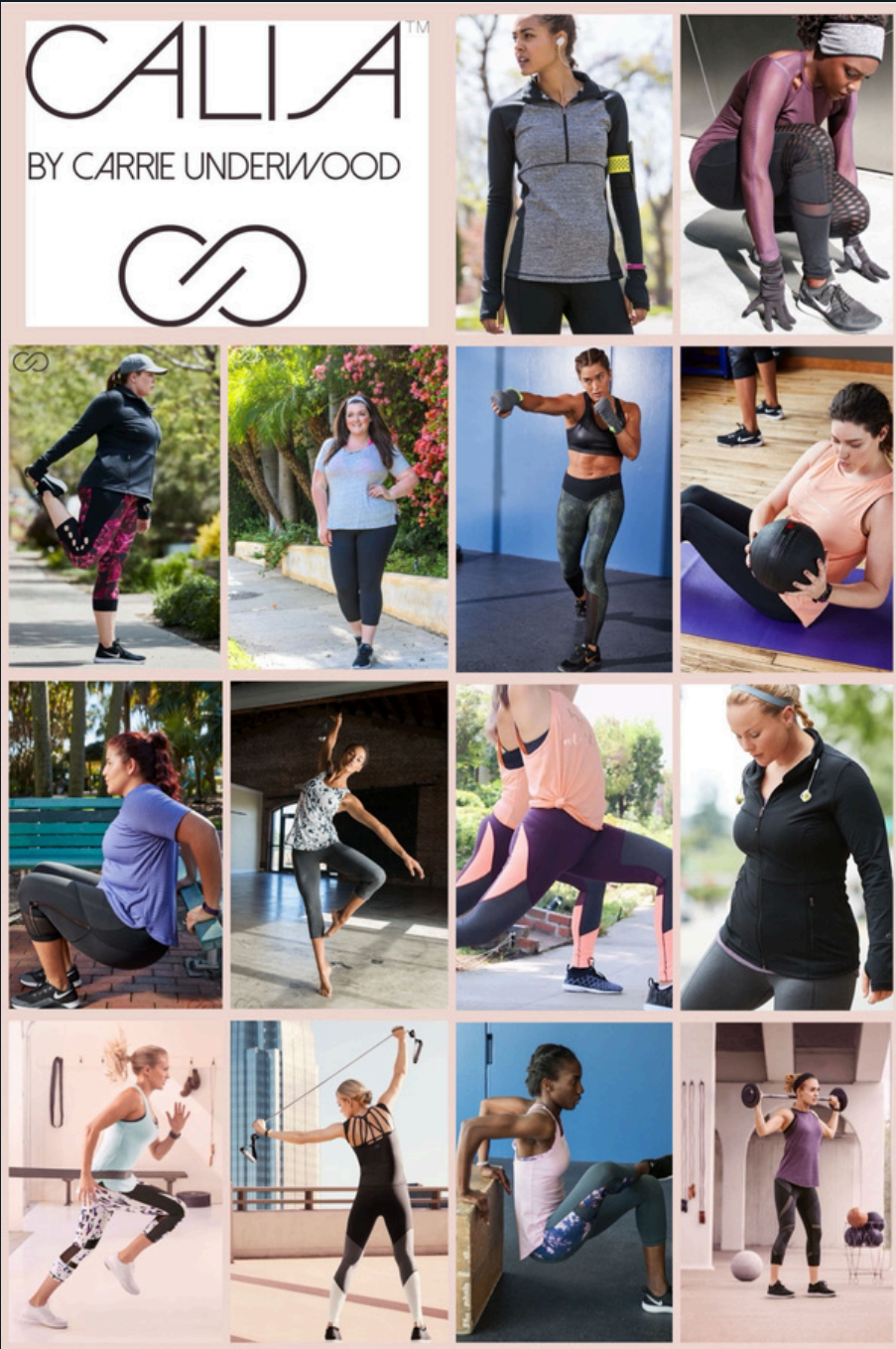


UNDER ARMOUR



Presentation by:
ADDISON MACKENZIE SUIT

UA'S THREATS: ADIDAS, CALIA, NIKE



GET TO KNOW ALEXANDRA & HER CHOICES



Under Armour's Girl
Age: 18-34
Location: US Suburban College town
Income: \$30,000-\$70,000
Occupation: Student Athlete
Moto: "Mind over matter"
Values: Time managemnt, family, efficiency
Goals: Be a point guard in the WNBA
Dream: Develop own basketball shoe line as a famous athlete
Hobbies: Tennis, Video Games, Tiktok
Sports: Basketball
Shops: Puma, Lululemon, Athleta, Dior (Aspirational)



Collegic
Expressive
Everyday Comfort

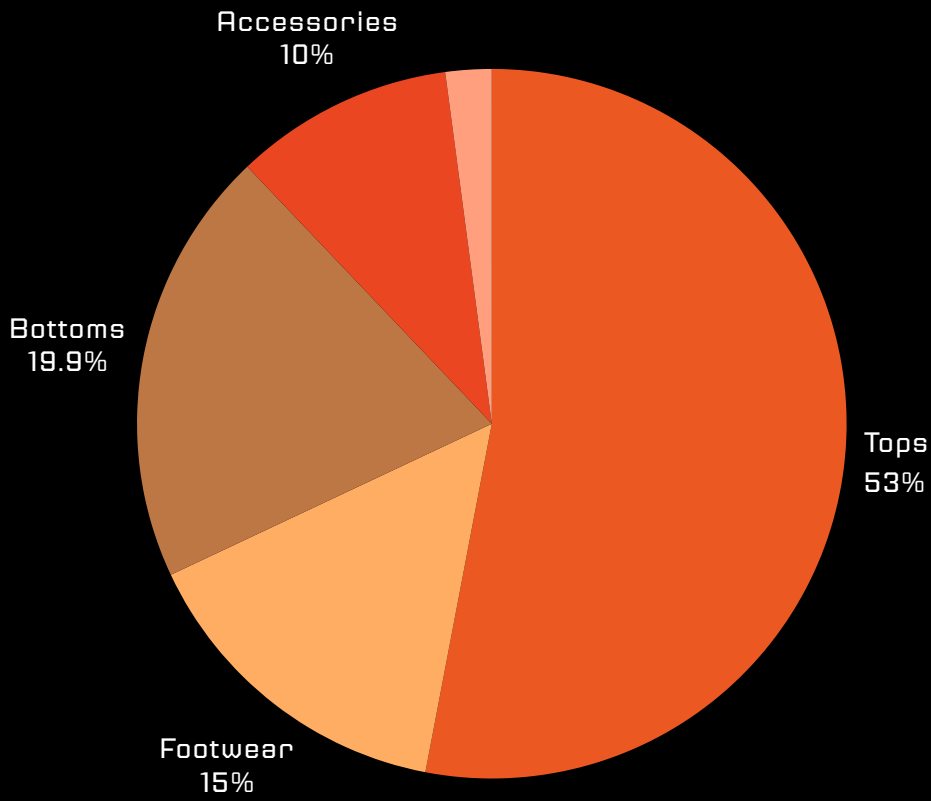
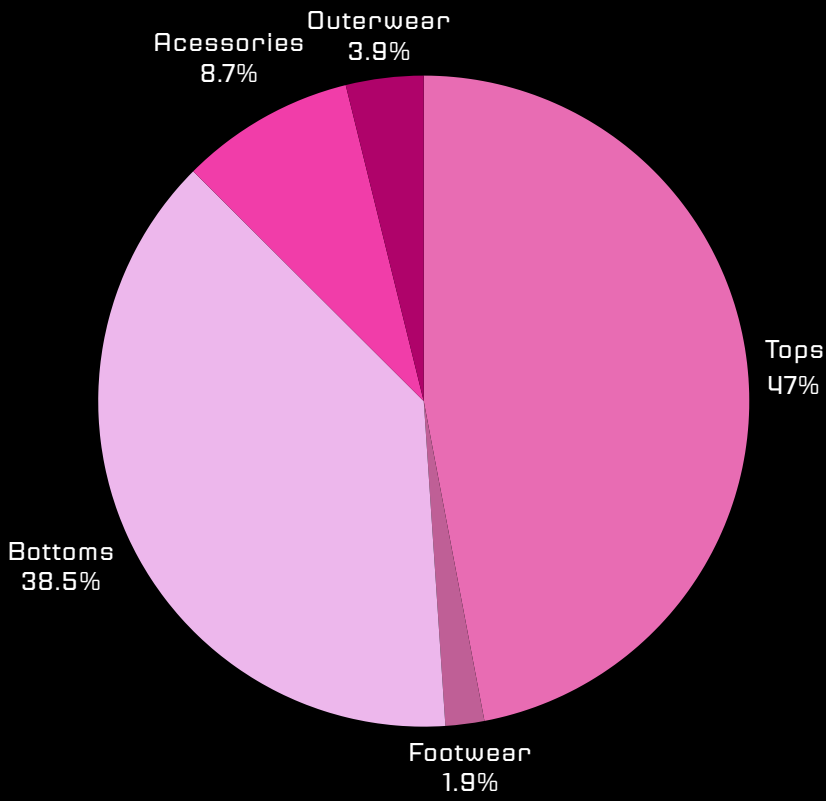
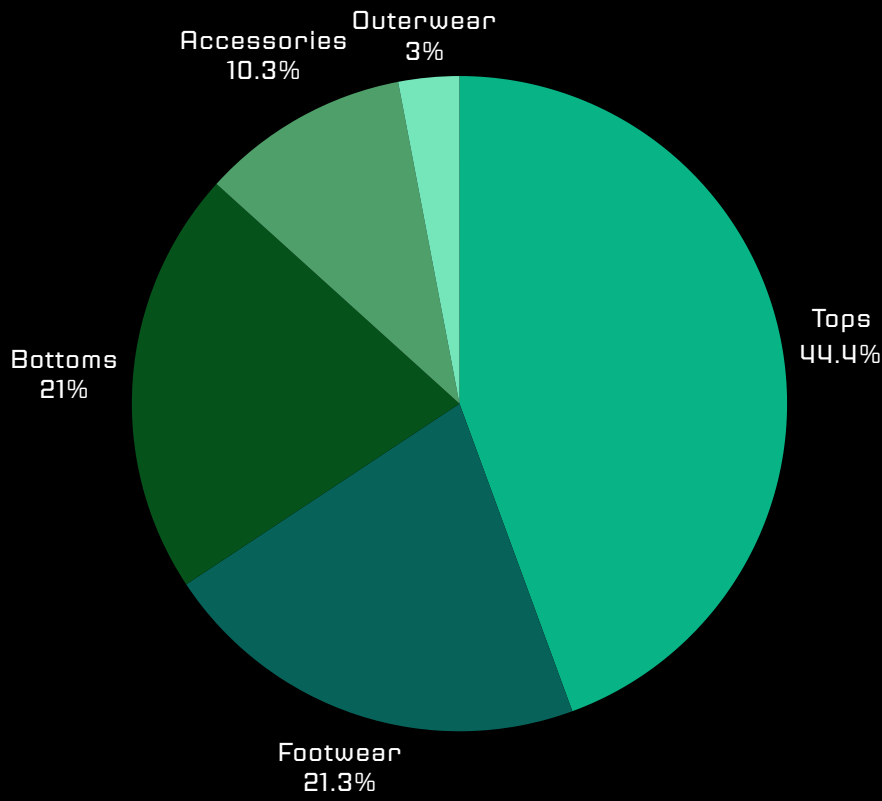
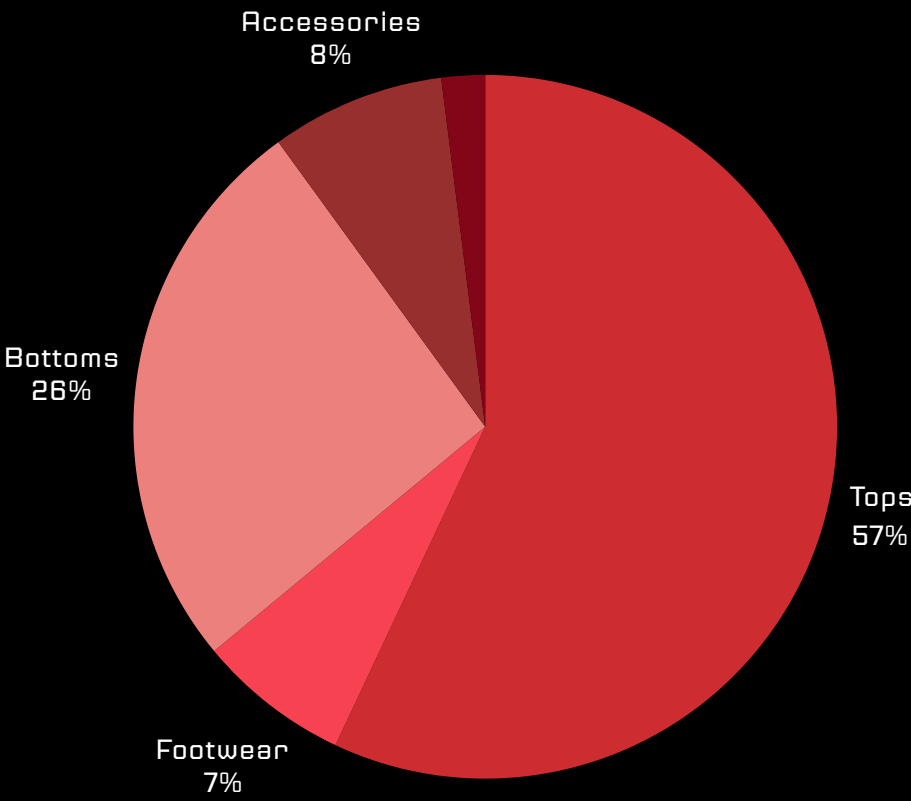


Graceful
All day versaitility
Prioritizes Aesthetic



Determined
Editorial
High Performance

TOPS OUTSHINE OUTERWEAR



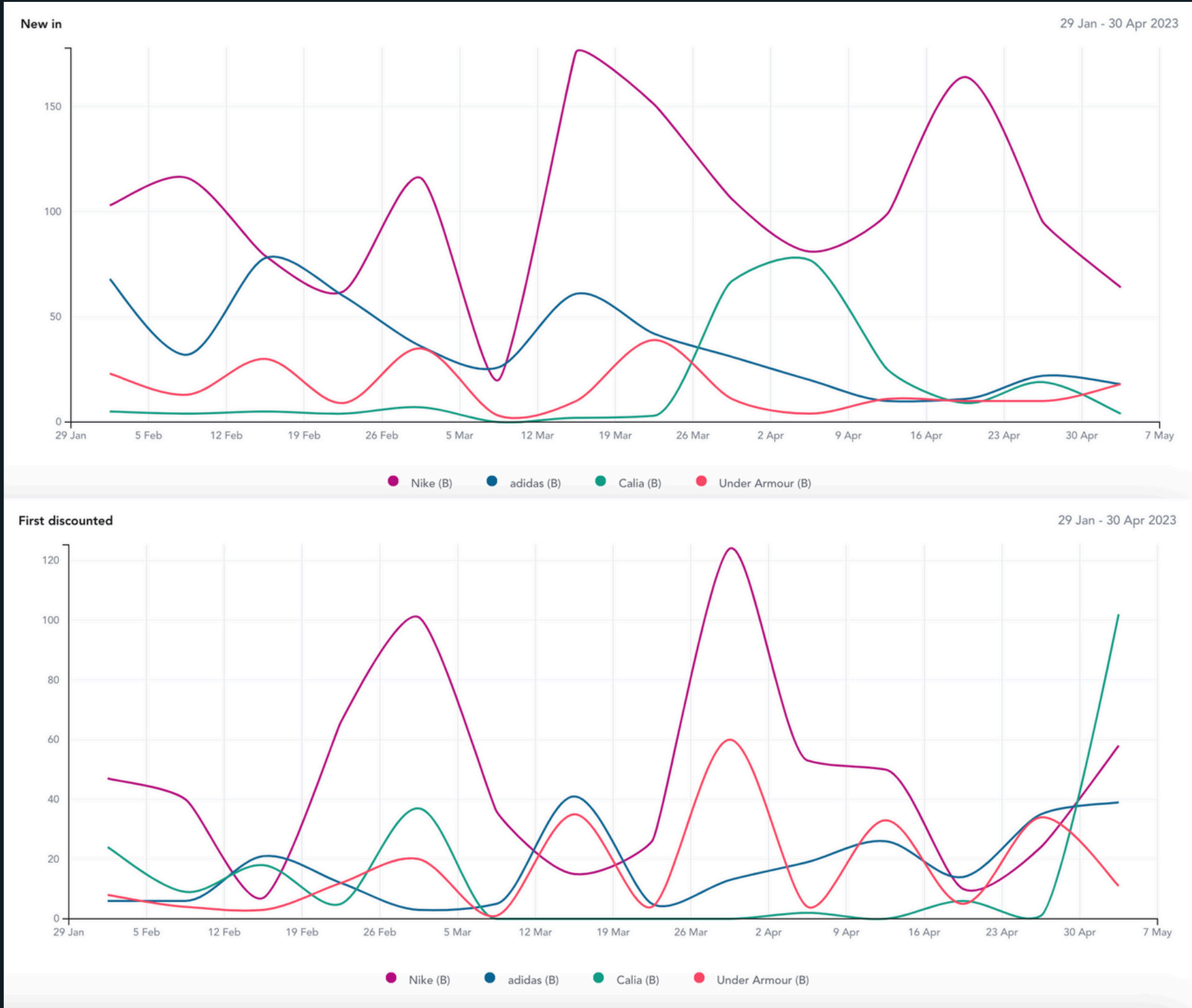
60%
Plain Designs

40%
Pattern
Designs





80%
Graphic
Patterns



NIKE HAS THE COMPETITIVE ADVANTAGE



TECH OPTIMIZATION WILL IMPROVE SELL THROUGH

Brand (B)	Positioning		Performance							
	Product Count	Price Points (Min / Med / Max) – USD	Sellout	Replenished	Currently discounted	Avg. discount	Advertised as discounted	Avg. advertised discount	Price increased	Outlet
	1,293	\$8.96 \$50.00 \$320.00	<div><div></div></div> 0.2%	<div><div></div></div> 24.9%	<div><div></div></div> 37.4%	<div><div></div></div> 36.5%	<div><div></div></div> 33.6%	<div><div></div></div> 35.9%	<div><div></div></div> 32.7%	<div><div></div></div> 0.0%
	1,059	\$5.97 \$44.00 \$128.00	<div><div></div></div> 0.0%	<div><div></div></div> 26.4%	<div><div></div></div> 47.5%	<div><div></div></div> 40.6%	<div><div></div></div> 42.3%	<div><div></div></div> 45.1%	<div><div></div></div> 54.0%	<div><div></div></div> 0.0%
	4,103	\$3.97 \$52.26 \$360.00	<div><div></div></div> 0.5%	<div><div></div></div> 29.4%	<div><div></div></div> 25.8%	<div><div></div></div> 41.5%	<div><div></div></div> 20.5%	<div><div></div></div> 42.5%	<div><div></div></div> 55.6%	<div><div></div></div> 0.0%
	859	\$8.97 \$40.15 \$249.99	<div><div></div></div> 0.5%	<div><div></div></div> 25.6%	<div><div></div></div> 22.2%	<div><div></div></div> 38.1%	<div><div></div></div> 21.7%	<div><div></div></div> 37.8%	<div><div></div></div> 56.2%	<div><div></div></div> 0.0%

Nike and UA have the most sell out at 0.5%

Adidas has the highest replenishment of 29%

Nike has to lowest price increase of 33%

DIVING INTO A PRICE PLUMING STRATEGY



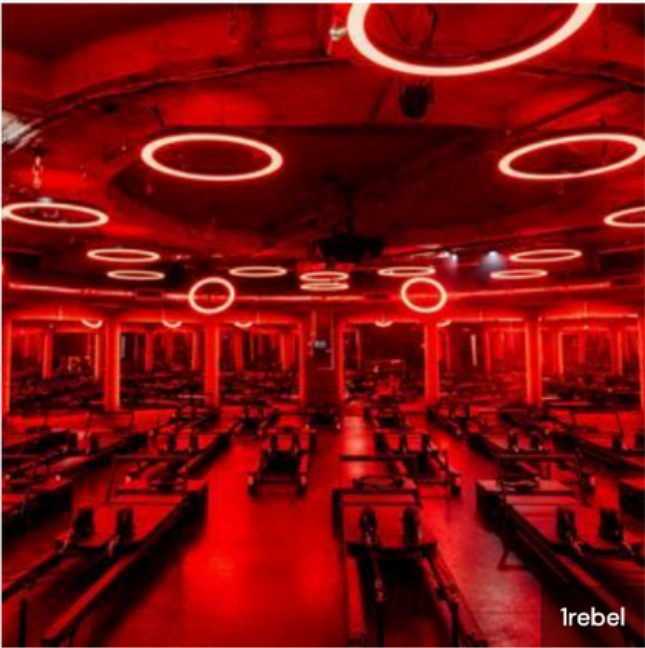
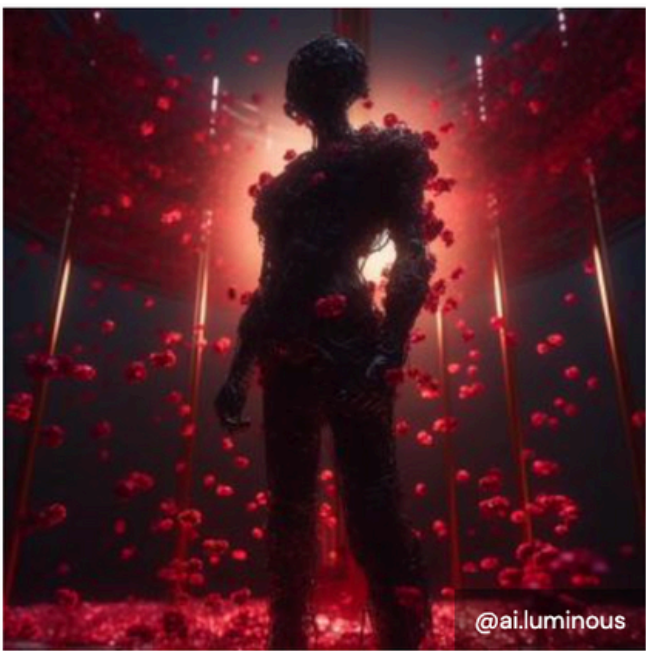
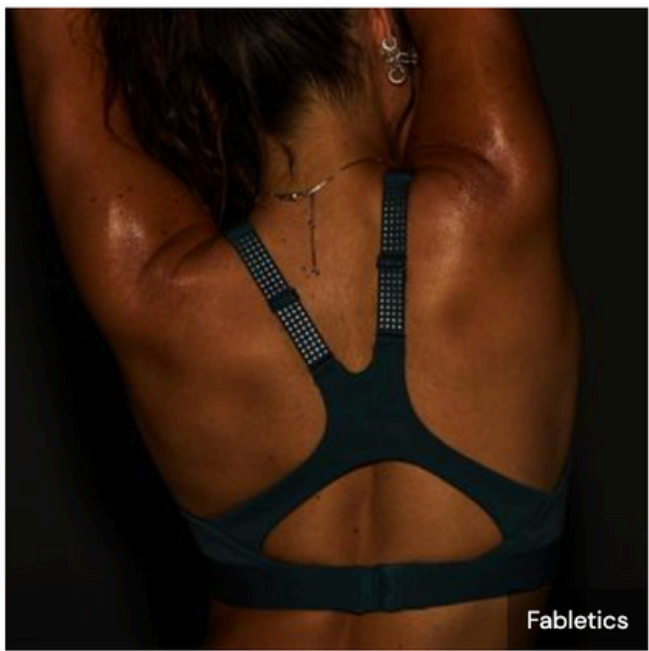
UNDER ARMOUR

AVG
\$55AVG
\$60AVG
\$48AVG
\$65

Competative Strategy: Lower price point via faster discount

In House: Lower production costs to lower price

Success Likelihood: High



Cutout sports bra



Sculpting leggings



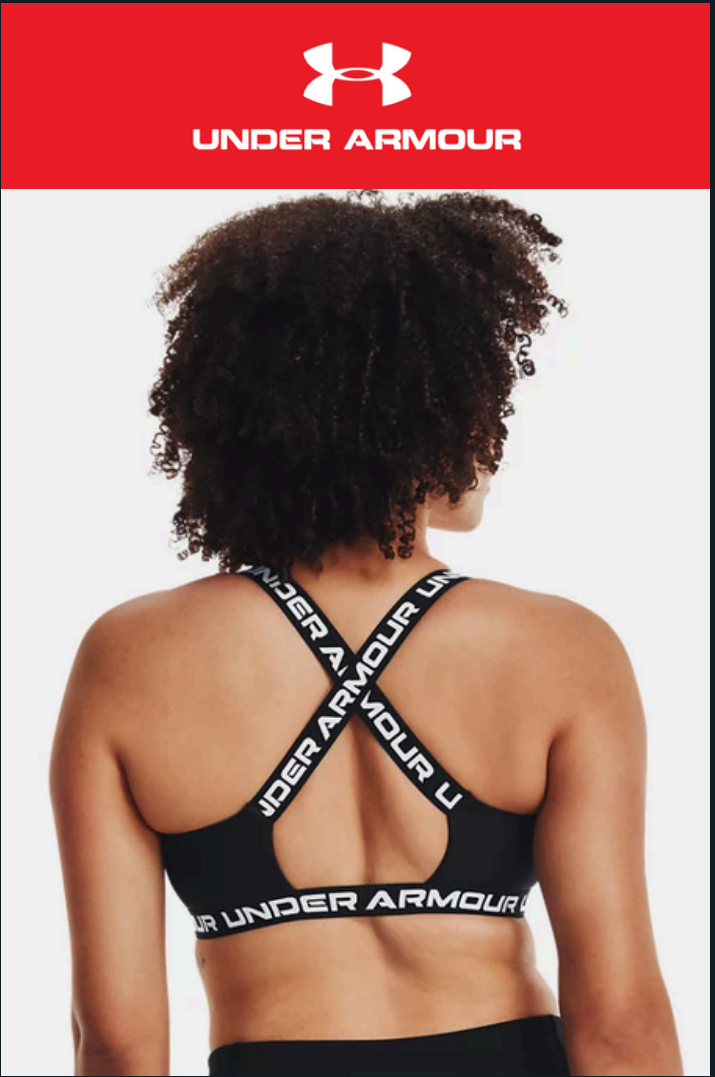
Active shrug



Strappy tank



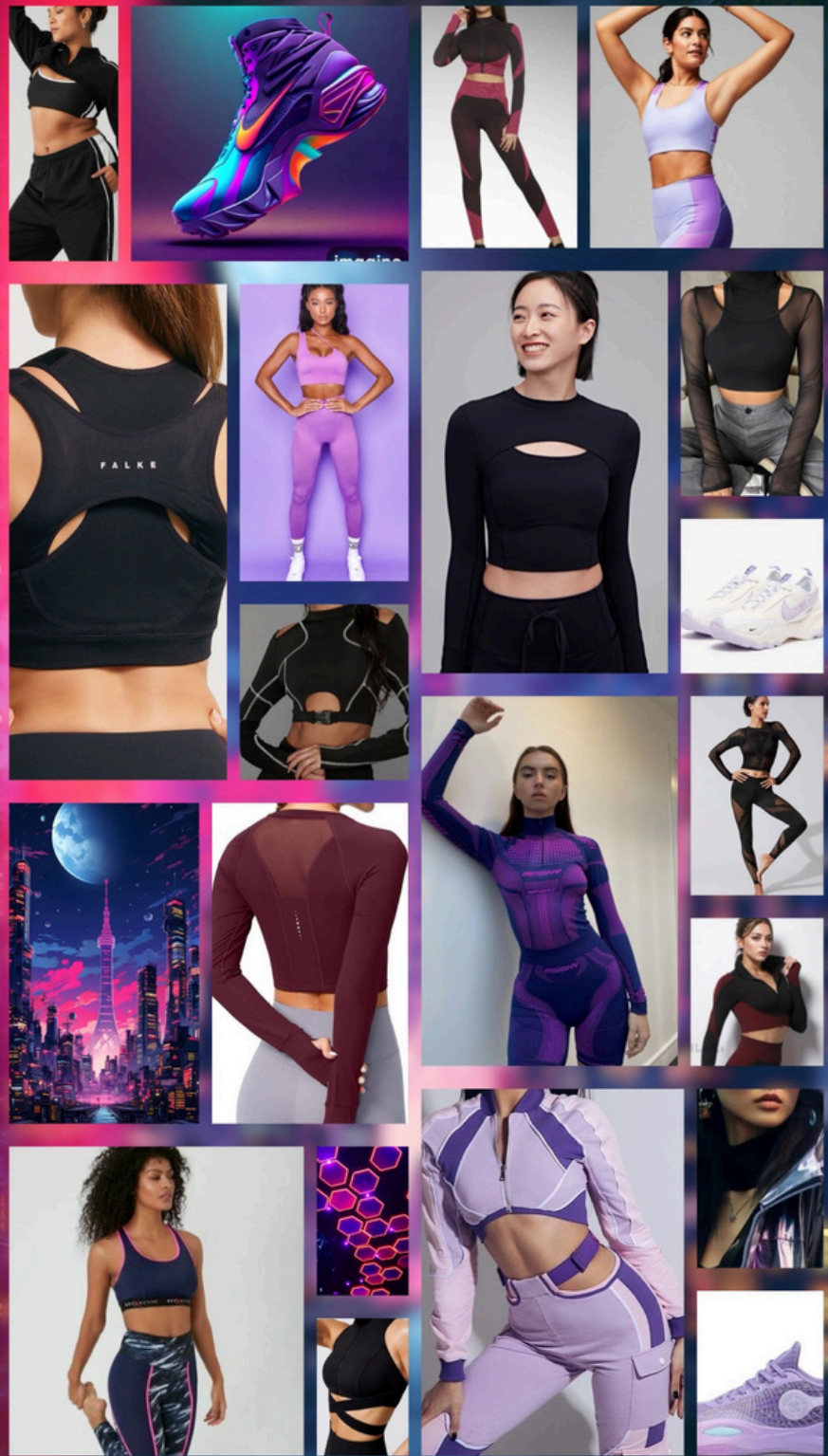
Cropped jacket



“UA RUSH™ is infrared technology that reflects your body's energy to help you work harder & recover smarter”



AN OTHERWORDLY EXPLORATION IN COLOR

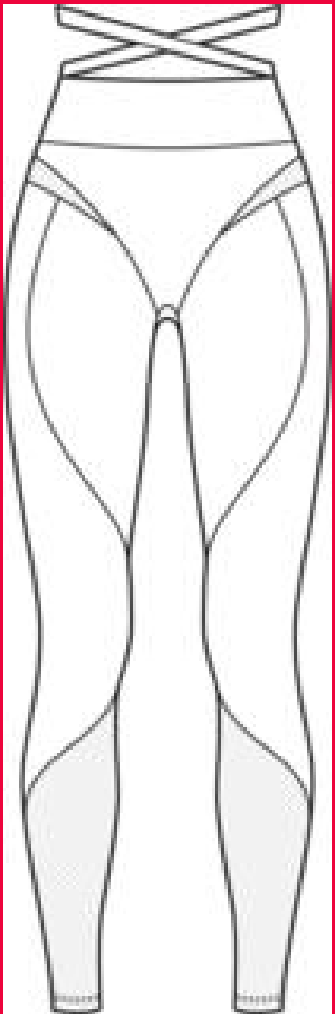
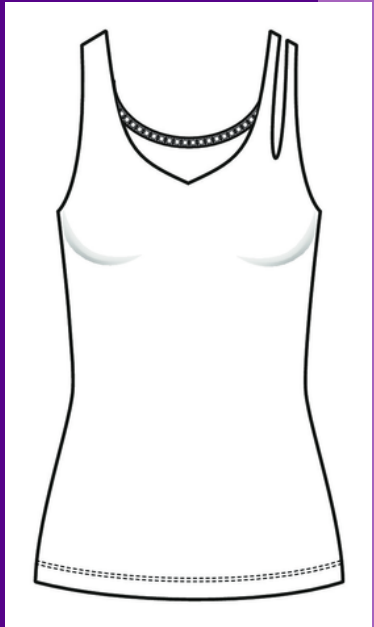


BOLD, POWERFUL,
FEMININE COLORS

STRATEGIC
CUTOUTS

CONTOURED
SILHOUETTES

INFRARED
FABRIC TECH



Undercut Pricing:
Tops \$38
Bottom \$48
Shoes \$99



CONCLUSION



THANK YOU

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Filters

Markets

+

Retailers

+

Brands

+

Include

Exclude

Calia

Nike

Under Armour

adidas

Genders

+

Adults

Women

Lifestyles

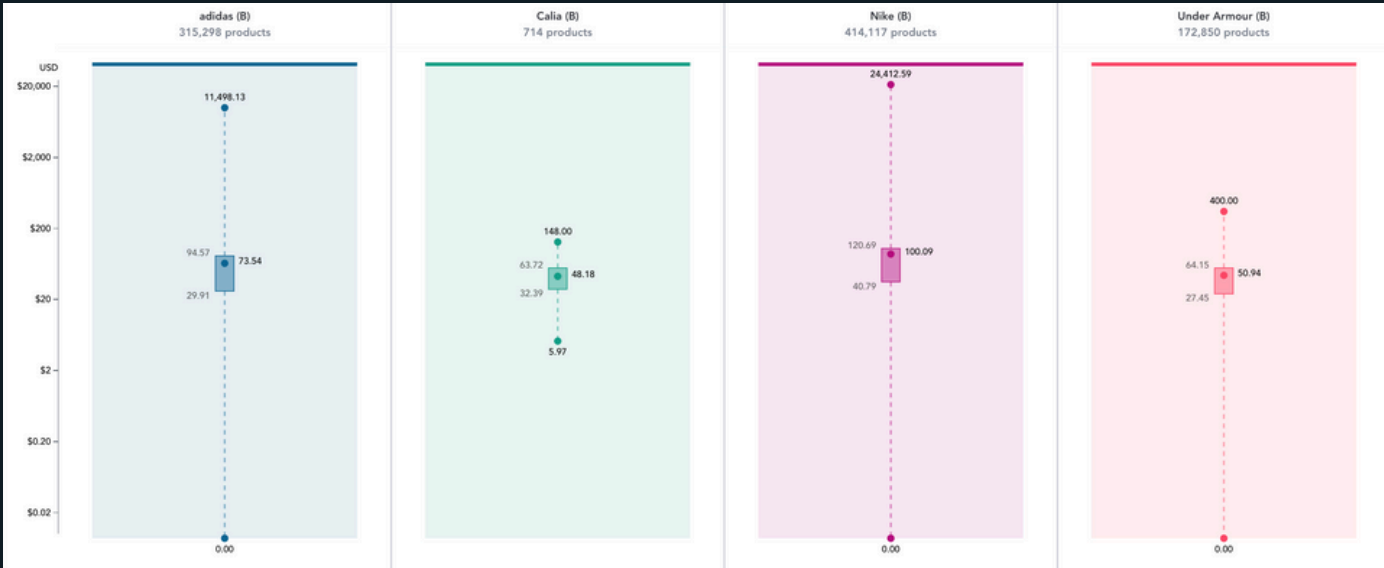
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Categories

+

	adidas (B)	Calia (B)	Nike (B)	Under Armour (B)
Total Brand (B)	315,294	714	414,115	172,850
Footwear	35.7% 112,701	2.7% 19	41.1% 170,046	17.0% 29,375
Tops	27.2% 85,701	47.2% 337	30.3% 125,563	39.2% 67,778
Bottoms	21.1% 66,429	37.3% 266	20.7% 85,774	32.2% 55,689
Accessories	9.7% 30,481	7.7% 55	4.3% 17,790	7.3% 12,676
Outerwear	6.3% 19,982	5.2% 37	3.6% 14,942	4.2% 7,332

COMPETITOR ASSORTMENT
SUMMARY: Under Armour competes with the three competitors on an even playing field regarding the assortment.
OPPORTUNITY: Redirect focus to a smaller category in to find a foothold to stand out.



SUBCATEGORY ANALYSIS
SUMMARY: Prices Average from \$30-80.
OPPORTUNITY: Undercut pricing to be a more incintiving option.

Filters

Markets +

Retailers +

Brands +

Include

Exclude

Calia X

Nike X

Under Armour X

adidas X

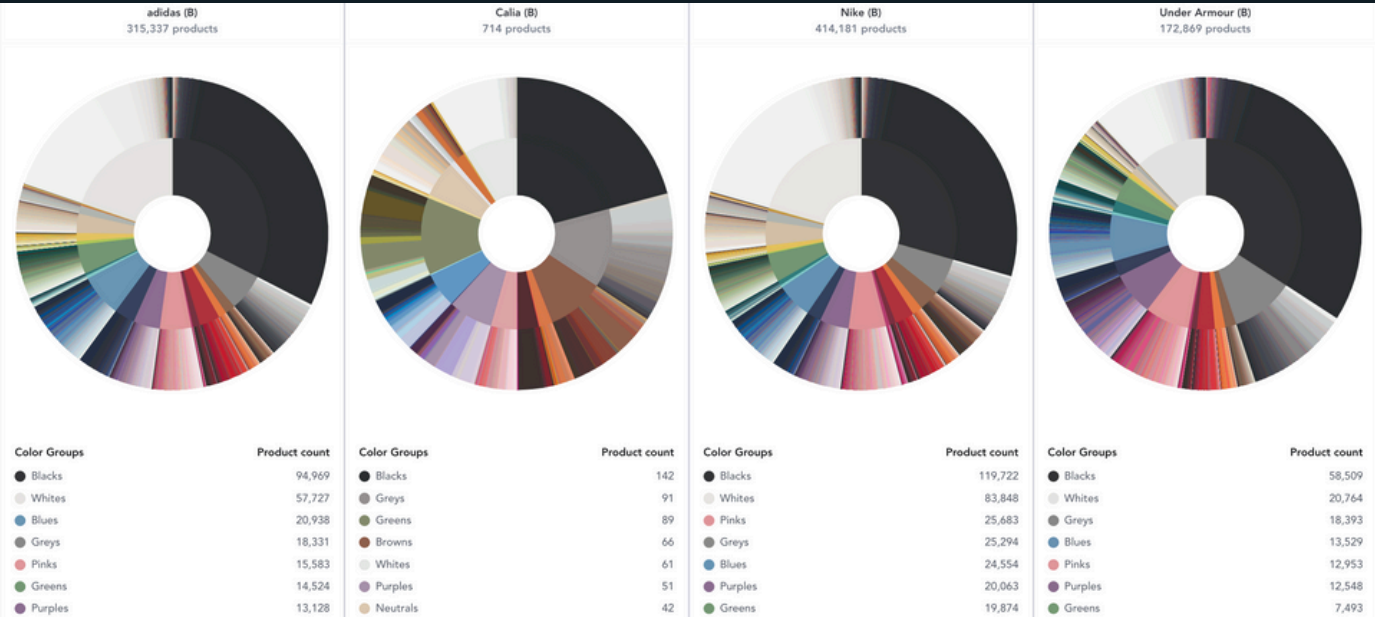
Genders +

Adults

Women X

Lifestyles +

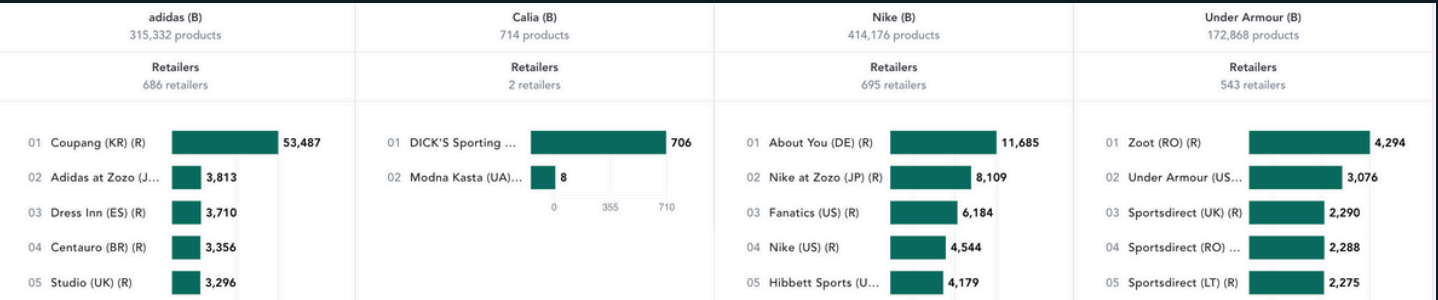
Categories +



COLOR ANALYSIS

SUMMARY: All brands communicate with the same color palette.

OPPORTUNITY: UA can compete by using trend research to determine what unique colors will sell.



WHO & WHERE ANALYSIS

SUMMARY: Competitors with the exception of Calia are competing in similar spaces; Calia will have shoppers entering DSG with the goal of buying Calia.

OPPORTUNITY: UA must be enticing enough to sway customer loyalty on the product level.

Filters

Markets +

Retailers +

Include

Exclude

DICK'S Sporting Goods (US) X

Brands +

Include

Exclude

Calia X

Nike X

Under Armour X

adidas X

Genders +

Adults

Women X

	adidas (B)	Calia (B)	Nike (B)	Under Armour (B)
Total Brand (B) 7,314	1,293	1,059	4,103	859
Tops 3,708	44.4% 574	44.8% 474	53.0% 2,174	56.6% 486
Footwear 972	21.3% 275	2.2% 23	15.0% 615	6.9% 59
Bottoms 1,742	21.0% 272	40.2% 426	19.9% 817	26.4% 227
Accessories 706	10.3% 133	8.7% 92	10.0% 409	8.4% 72
Outerwear 186	3.0% 39	4.2% 44	2.1% 88	1.7% 15

CATEGORY ANALYSIS

SUMMARY: All brands prioritize tops within DSG.

OPPORTUNITY: Tackle other categories with the same fervor, e.g. outerwear.

	adidas (B)	Calia (B)	Nike (B)	Under Armour (B)
Total Brand (B) 3,708	574	474	2,174	486
Tops 3,708	100.0% 574	100.0% 474	100.0% 2,174	100.0% 486
Tops > T-Shirts 2,143	63.9% 367	36.7% 174	61.2% 1,331	55.8% 271
Tops > Tank Tops 481	13.8% 79	30.4% 144	10.2% 221	7.6% 37
Tops > Sweatshirts 390	7.3% 42	4.6% 22	11.0% 239	17.9% 87
Tops > Hoodies 389	7.3% 42	4.0% 19	12.9% 280	9.9% 48

SUBCATEGORY ANALYSIS

SUMMARY: Shirts had the most dispersment in subcategories with t-shirts being the most popular.

OPPORTUNITY: UA is prioritizing sweatshirts over tanktops; if profitable, continue to use that category to diffrenciate with new trends.

Filters

Markets

Retailers

Include

Exclude

DICK'S Sporting Goods (US)

Brands

Include

Exclude

Calia

Nike

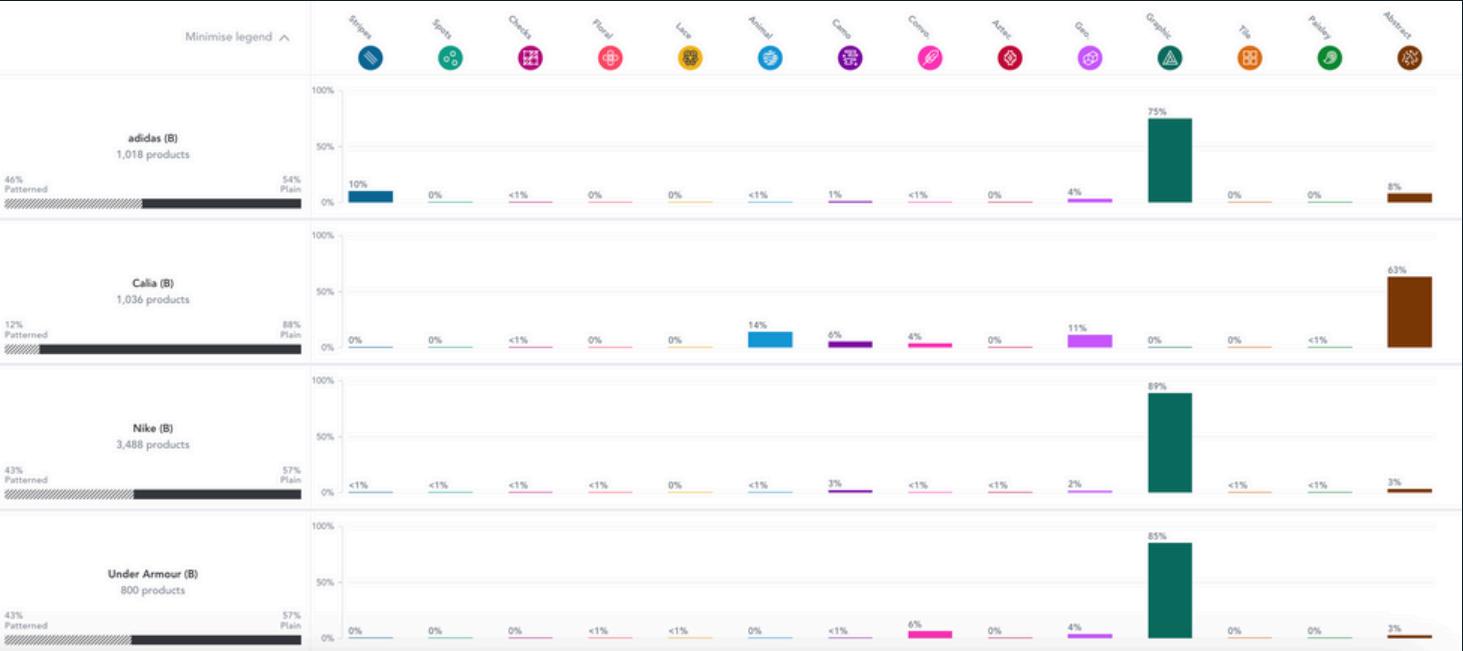
Under Armour

adidas

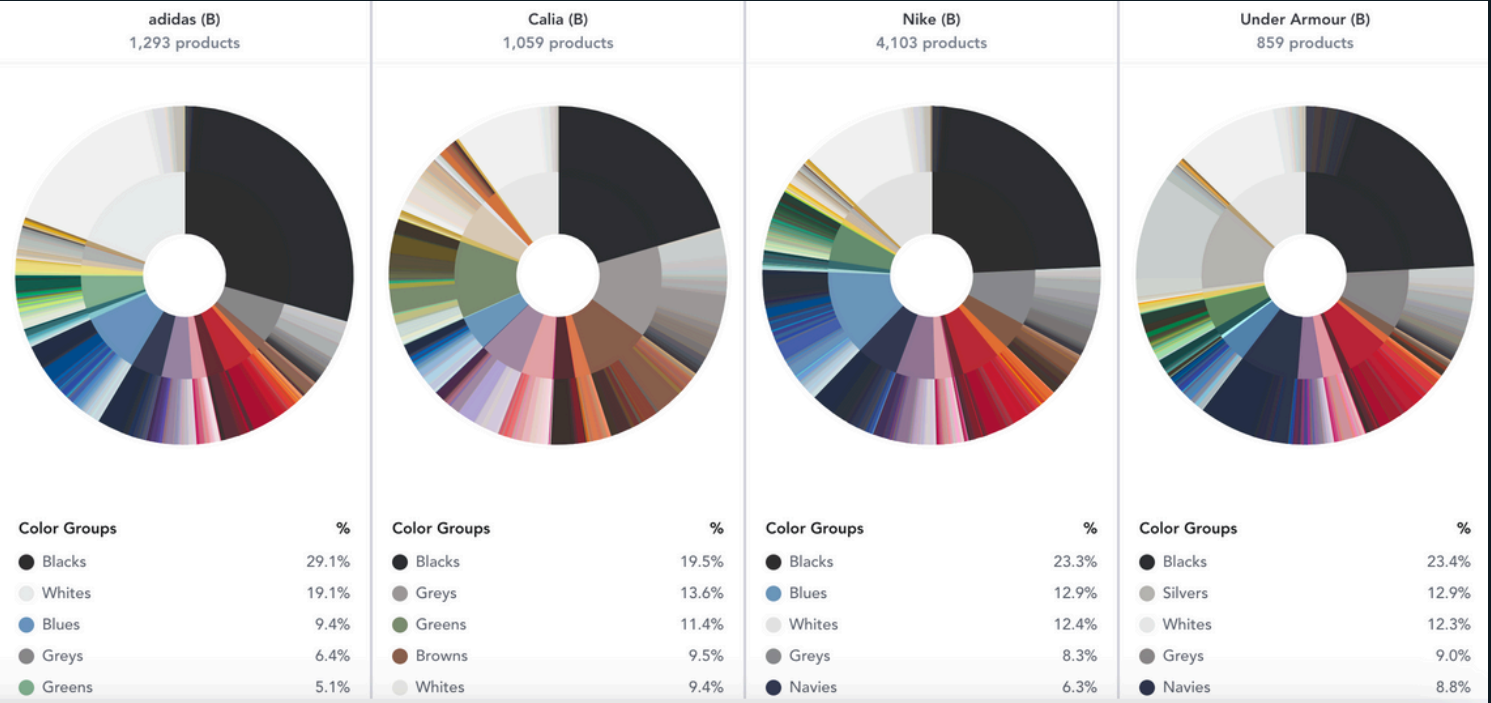
Genders

Adults

Women



PATTERN ANALYSIS SUMMARY: Graphics take over the pattern category averaging 80% amongst UA, Nike, Adidas.
OPPORTUNITY: Compete with Calia's success in abstract patterns, or invest in a new signature pattern.



COLOR ANALYSIS SUMMARY: Neutrals are the most popular scheme, black being the most popular color in all brands, averaging 25% of the assortment.
OPPORTUNITY: Open space to develop new color palettes.

Filters

Markets

Retailers

Include

Exclude

DICK'S Sporting Goods (US)

Brands

Include

Exclude

Calia

Nike

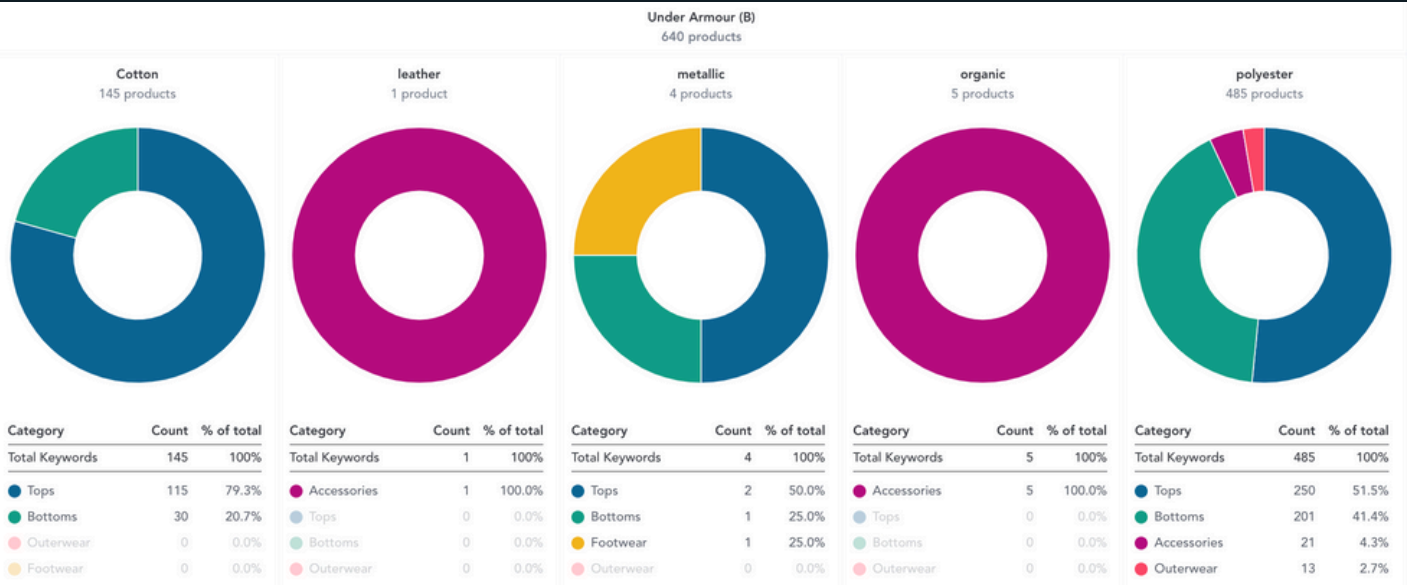
Under Armour

adidas

Genders

Adults

Women



SILHOUETTE AND FABRIC ANALYSIS
SUMMARY: UA’s most popular fabrics per category with the highest being polyester as 76% of the assortment.
OPPORTUNITY: Similar to the competitors, there is a lack of sustainable fabrics, which could aquire a more earth-concious consumer.

Brand (B)	Positioning		Performance							
	Product Count	Price Points (Min / Med / Max) – USD	Sellout	Replenished	Currently discounted	Avg. discount	Advertised as discounted	Avg. advertised discount	Price increased	Outlet
adidas (B)	1,293	\$8.96 \$50.00 \$320.00	0.2%	24.9%	37.4%	36.5%	33.6%	35.9%	32.7%	0.0%
Calia (B)	1,059	\$5.97 \$44.00 \$128.00	0.0%	26.4%	47.5%	40.6%	42.3%	45.1%	54.0%	0.0%
Nike (B)	4,103	\$3.97 \$52.26 \$360.00	0.5%	29.4%	25.8%	41.5%	20.5%	42.5%	55.6%	0.0%
Under Armour (B)	859	\$8.97 \$40.15 \$249.99	0.5%	25.6%	22.2%	38.1%	21.7%	37.8%	56.2%	0.0%

SELLOUT & REPLENISHMENT ANALYSIS
SUMMARY: Nike and UA have the most sell out at 0.5%
OPPORTUNITY: Nike is performing the most similar to UA on the floor, indicating Nike should be prioritized in analyzation for competitors.

Filters

Markets +

Retailers +

Include

Exclude

DICK'S Sporting Goods (US) X

Brands +

Include

Exclude

Calia X

Nike X

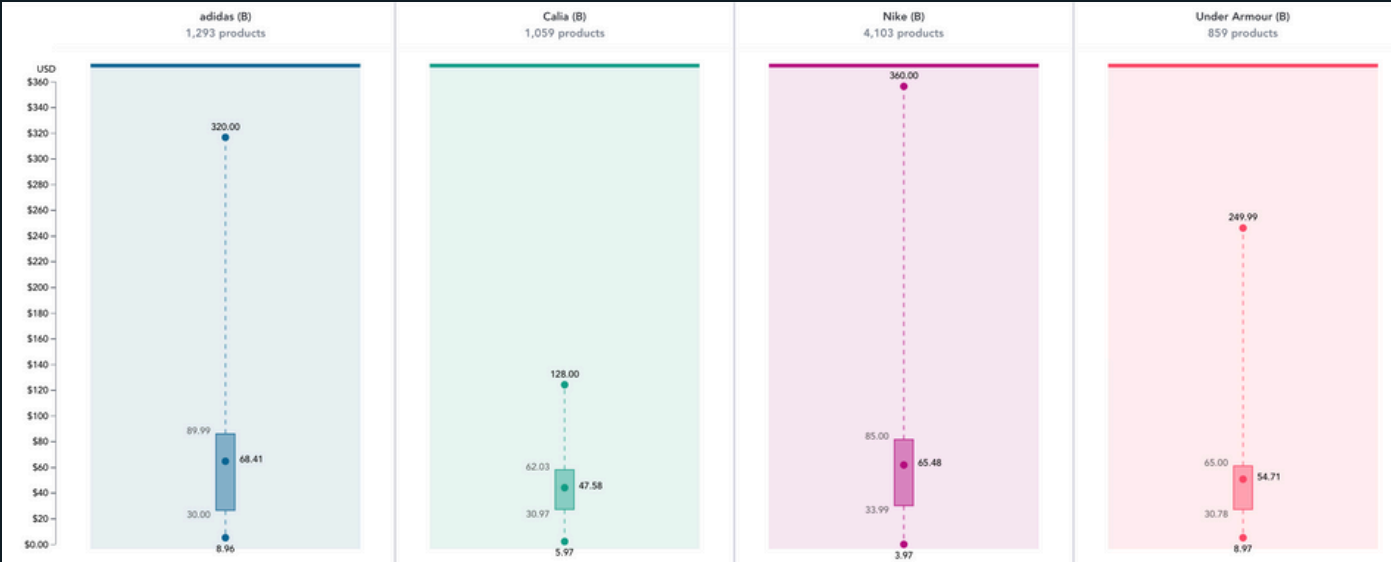
Under Armour X

adidas X

Genders +

Adults

Women X



PRICING ARCHITECTURE ANALYSIS

SUMMARY: In DSG, Nike has the widest and most expensive range of products, followed by Adidas. UA’s average cost \$54.71, the second lowest below Calia at \$47.58

OPPORTUNITY: If UA wants to compete at a lower price point, it will not be a much farther reach for them, making a discount more accessible than if they were opporating at a more expensive end. This increases the likelihood that they would be able to achieve that competitive edge.

	Product types	adidas (B)	Calia (B)	Nike (B)	Under Armour (B)	Average
Highest	Tops	\$44.82	\$41.68	\$53.08	\$43.69	\$45.82
	Bottoms	\$51.96	\$54.50	\$60.69	\$50.53	\$54.42
Average	Outerwear	\$95.33	\$77.76	\$156.09	\$86.00	\$103.79
	Footwear	\$124.66	\$68.39	\$113.69	\$109.46	\$104.05
Lowest	Accessories	\$79.69	\$26.31	\$49.00	\$90.83	\$61.46

PRICING INDEX ANALYSIS

SUMMARY: Outerwear and footwear are the most expensive categories, averaging \$103.79 and \$104.05, respectively. As the two most underutilized categories, further development in these products would drive profit the most expeditiously per item; however, most consumers would only buy one pair of shoes or one jacket, compared to buying multiple t-shirts.

OPPORTUNITY: Accessories are the cheapest products to make and the consumer is more incentives to purchase multiple within the category, making it the most advantageous to grow.

Filters

Markets

Retailers

Include

Exclude

DICK'S Sporting Goods (US)

Brands

Include

Exclude

Calia

Nike

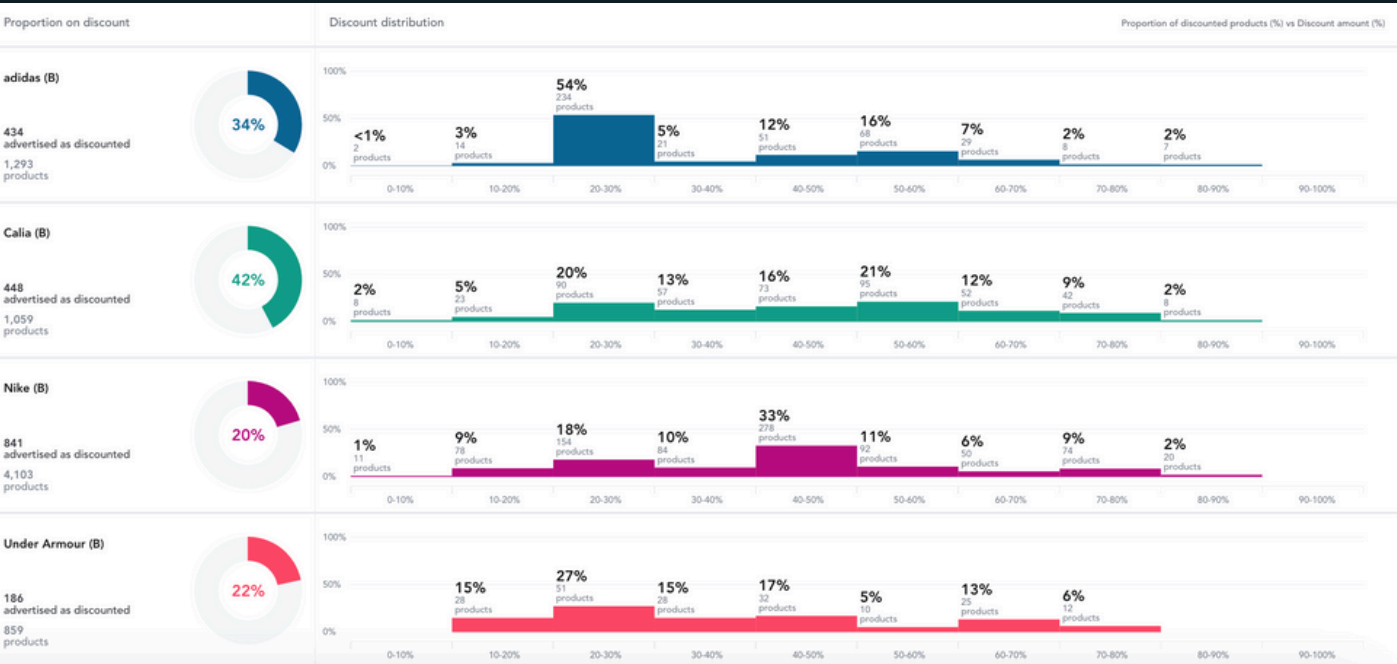
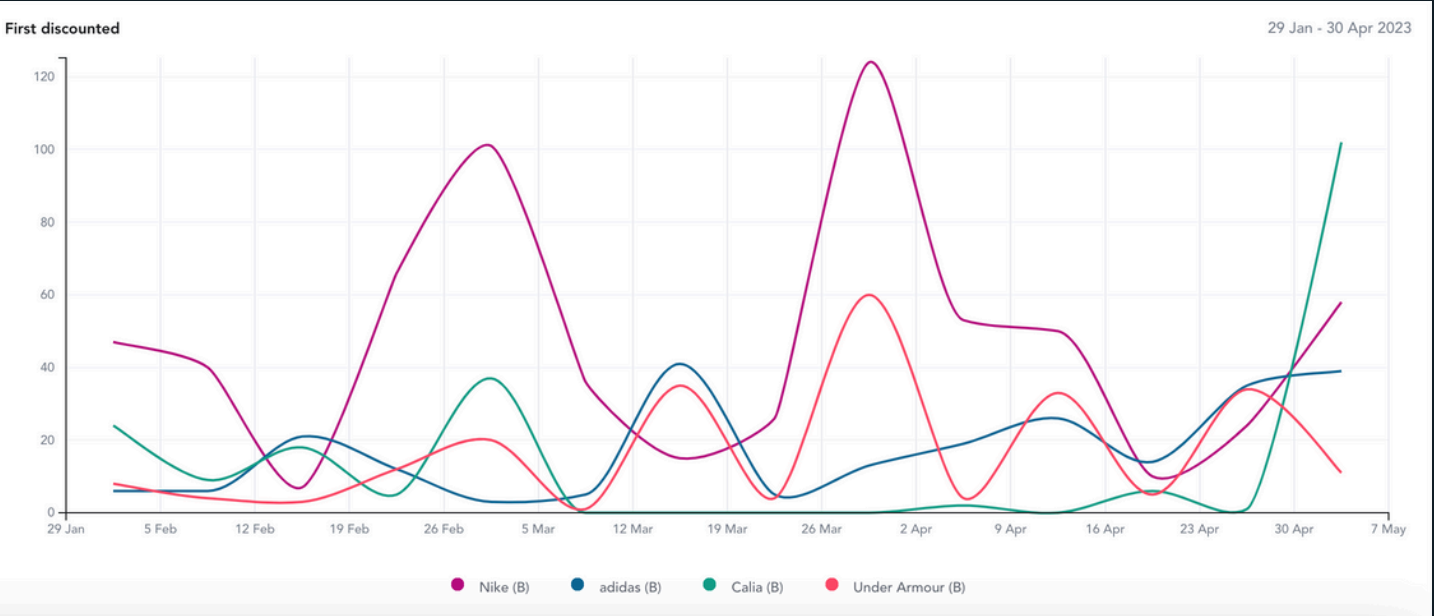
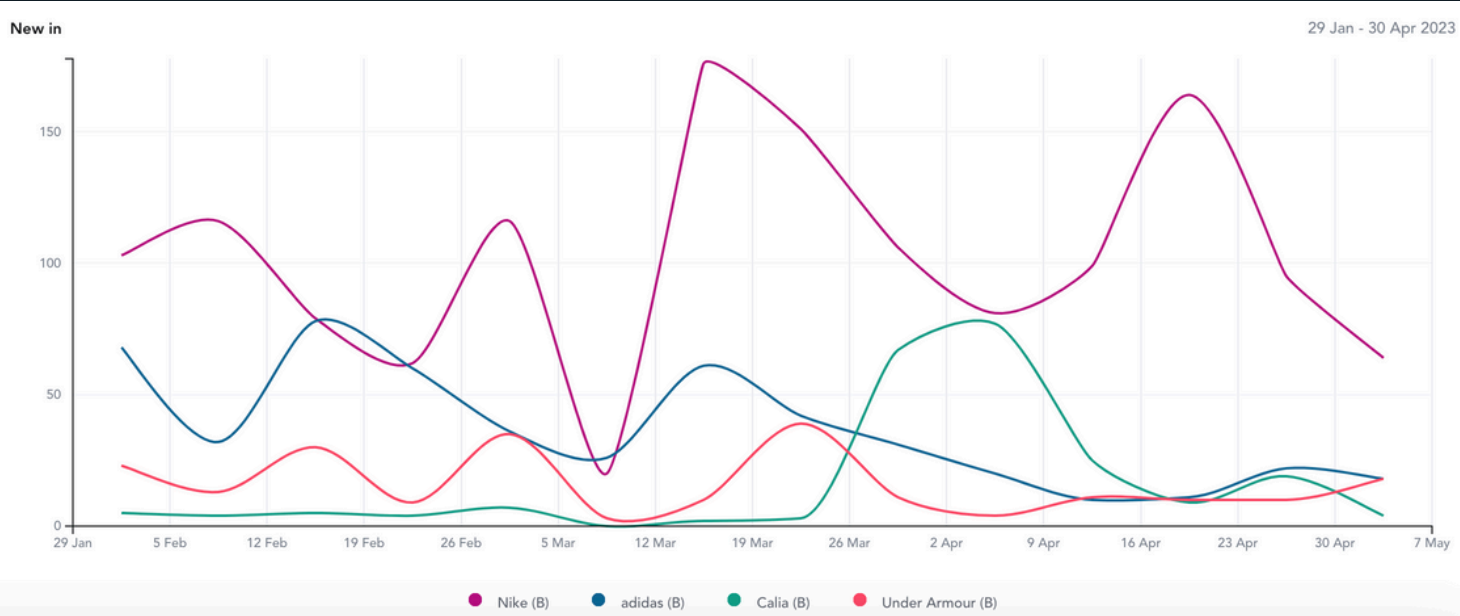
Under Armour

adidas

Genders

Adults

Women



DISCOUNT ANALYSIS

SUMMARY: 42% of Calia is on sale, and UA is only at 22% as the lowest.

OPPORTUNITY: UA is not currently attempting to compete with a lower priced product, and could consider doing so in congruence with our finds within the pricing architecture.

TIME FLOW OF NEW PRODUCT

ANALYSIS:SUMMARY: Nike is releasing and discounting the most products throughout the season. UA is releasing product late in comparison in mid March and discounting consistently in the second week of the month.

OPPORTUNITY: There is a huge difference in the volume in which Nike is releasing product compared to UA; however, they are performing at a similar rate in our other analysises. This data leads us to believe that if UA were producing at the same rate as Nike there would be a huge spike in profitsas well.