

Hybrid Offering

Brief description	Mi Adidas is a mass customization program by adidas. It offers the option to customize a shoe model with the choice of different types of outsoles, cushioning, and other parameters such as color and material.
Hybrid offering's industry	Sporting Goods
Company details	
Adidas AG. www.adidas.com	The Adidas Group was founded in the year 1949 in Herzogenaurach, Germany. With a revenue of 10,299 billion Euros, it is the second largest manufacturer of sporting goods in the world. The Adidas Group consists of the companies Reebok, Taylor-made and Rockport.
Company's industry	Sporting Goods
Country of origin	Germany
Dimensions	
Product dimension	The product is a shoe (e.g. running, football, indoor). This shoe can be customized by the customer.
Service dimension	The service dimension is a customizing component which can be done in selected shops. First of all, the feet of the customer are scanned to ensure that the custom made shoes fit. After that, the customer can customize the shoes by choosing the outsoles, cushioning, colors and other parameters. With these specifications, the shoe is custom-build.
Other links	www.miadidas.com/
Other Crucial Dimensions	
Hybrid orientation	
Community as service	No
Target market	B2C
Revenue model	Onetime Payment

Images

Product dimension



Service Dimension