

Through internet marketing, it also allows for both convenience and growth in sales as online, there is no closing time for online stores, as websites are open 24/7, so therefore the customer can make an order any time they want, and therefore adidas can have a constant flow of income throughout the day, as the customer can make any order at any time, as there are no employees to take care of, so the store can be open at any time, leading to added convenience for the customer, and growth in sales for adidas, benefiting both the customer and the business at the same time.

By having an online presence, adidas can also increase their profits and reduce their overheads and will be able to consider shutting some down as it won't be worth paying the operational costs such as wages, land costs, etc. and through reducing these costs, it wouldn't impact their income considerably, as they would still have a very large presence online, so therefore they have far less outgoings in the long term, leading to more profitability as a result, which leads to more sustainability for other projects adidas may want to carry out.

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