

PRESS RELEASE

Specialist media sport, trade | August 22nd, 2018

SPORT 2000 International is reorganizing

SPORT 2000 International is backing experience orientation in sporting goods with category management

The sports retail organization is reorganizing its product management and introducing category management | Product groups to be brought together into experience areas

With its 2021 future strategy, SPORT 2000 International, the second-largest associated sports retail group in Europe, is embarking on a path towards an integrated, vertically oriented retail service organization. SPORT 2000 International is now completely reorganizing its internal structures in line with this new direction. *“Customers today buy in an experience-oriented way according to topics. In accordance with their preferred sports, they want to be immersed in their personal thematic areas when buying sports goods, and are looking for integrated, coordinated product ranges that are optimized to their personal needs. This requires a clearer strategy in putting together our product ranges, something we can now achieve in a goal-oriented way thanks to the establishment of category management,”* says Margit Gosau, CEO of SPORT 2000 International, explaining the reorganization.

Purchasing structured according to experience areas

With category management, the sports retail group is taking customers' new experience orientation into account Europe-wide. Product groups at SPORT 2000 International will be managed in three category management units in future, bringing together relevant sports in thematic areas, while the previous divisions of textiles, shoes and hardware will be discontinued.



SPORT 2000 INTERNATIONAL

SPORT 2000 International GmbH / Nord-West-Ring-Straße 11 / D-63533 Mainhausen

In the “Active & Lifestyle” area, the two units ‘running, training & lifestyle’, as well as ‘team sports, first layer, and swimming & beachwear’ have now been brought together. The “Outdoor & Winter” category revolves around the unit of outdoor and winter sports. Ranges of all the products such as footwear, textiles and hardware within one theme are optimally coordinated with one another according to thematic area. The categories are supported across areas by a business analyst who takes care of the issue of consumers and market insights. In the very near future, international sales figures will be consolidated, compared and made available to the category team in order to make the best decisions when assigning products to product ranges. *“This reorganization makes it possible for us to put together optimized product ranges for our sport retailers across Europe. These product ranges have customers’ new experience orientation as their focus. In this way we can create ideal conditions for our SPORT 2000 retailers, as well as making our products better thought-out and adapted to athletes’ needs. In this way it can be guaranteed that the customer receives optimal personalized advice in more targeted sport experience areas,”* according to Margit Gosau, CEO of SPORT 2000 International, discussing the next milestone on the sport retail organization’s road to an integrated, vertically oriented retail service organization.

SPORT 2000 International

With 4,154 businesses in 25 countries, SPORT 2000 International is the second largest buying group of independent sports retailers in Europe, employing over 35,000 employees. In 2017, the sports retail company generated a total revenue of EUR 3.818 billion.

More information is available at: www.sport2000international.com

SPORT 2000
International GmbH
Nord-West-Ring-
Straße 11
D-63533 Mainhausen
Germany

Phone: + 49 (0) 6182 928-5222
Fax: + 49 (0) 6182 928-85399
E-
international@sport2000.eu
mail: www.sport2000international.com
Web:

Commerzbank AG
IBAN: DE28 5008 0000
0096 9229 00
BIC: DRESDEFFXXX
VAT No.: DE812673502

CEO and Managing
Director: Margit Gosau
Chairman of the Board: Dr.
Holger Schwarting
District Court: Offenbach
(Main) HRB 23028



SPORT 2000 International GmbH / Nord-West-Ring-Straße 11 / D-63533 Mainhausen



Image:

Image: Margit Gosau, CEO of SPORT 2000 International, is backing experience orientation in sport retail

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Press contact: Impuls Kommunikation | MMag. Barbara Lamb
barbara@impulskommunikation.at | Mobile: +43 650 22 46 146
www.impulskommunikation.at
www.facebook.com/impulskommunikation

SPORT 2000
International GmbH
Nord-West-Ring-
Straße 11
D-63533 Mainhausen
Germany

Phone: + 49 (0) 6182 928-5222
Fax: + 49 (0) 6182 928-85399
E-
mail: international@sport2000.eu
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