

Strategic Analysis: Under Armour (NYSE: UAA, UA)

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Executive Summary

This research-based company analysis showcases the impact of strategic management on a company's performance across economic, social, and environmental categories. The company chosen for the analysis is Under Armour. Founded in 1996 by Kevin Plank, the company provides higher-quality athletic gear that actually serves its purpose. The company is guided by the mission that "Under Armour makes athletes better," with the vision "to inspire with performance solution you never knew you needed to can't imagine living without." The company's major competitors include Nike, Addidas, and Reebok. Under Armour has two classes of publicly traded common stock listed on the New York Stock Exchange: UAA (Class A) and UA (Class C). By analyzing the company's historical data such as changing stock prices, the past four years of key financial statements together with corporate citizenship-related documents, internal and external factors, and leadership, the long-term sustainability of the company will be determined. Although Under Armour is navigating a difficult political and legal climate and macroeconomic factors such as global economic instability, the brand is projected to continue a growth trend into the near future.

About the Company

Company: Under Armour

CEO: Stephanie Linnartz

Year Founded: 1996

Headquarters: Baltimore, Maryland

Number of Employees (January 2022): 17,500

Public or Private: Public

Ticker Symbols: UAA, UA

Market Cap (April 2023): \$3.98 Billion

Annual Revenue (2021): \$5.7 Billion

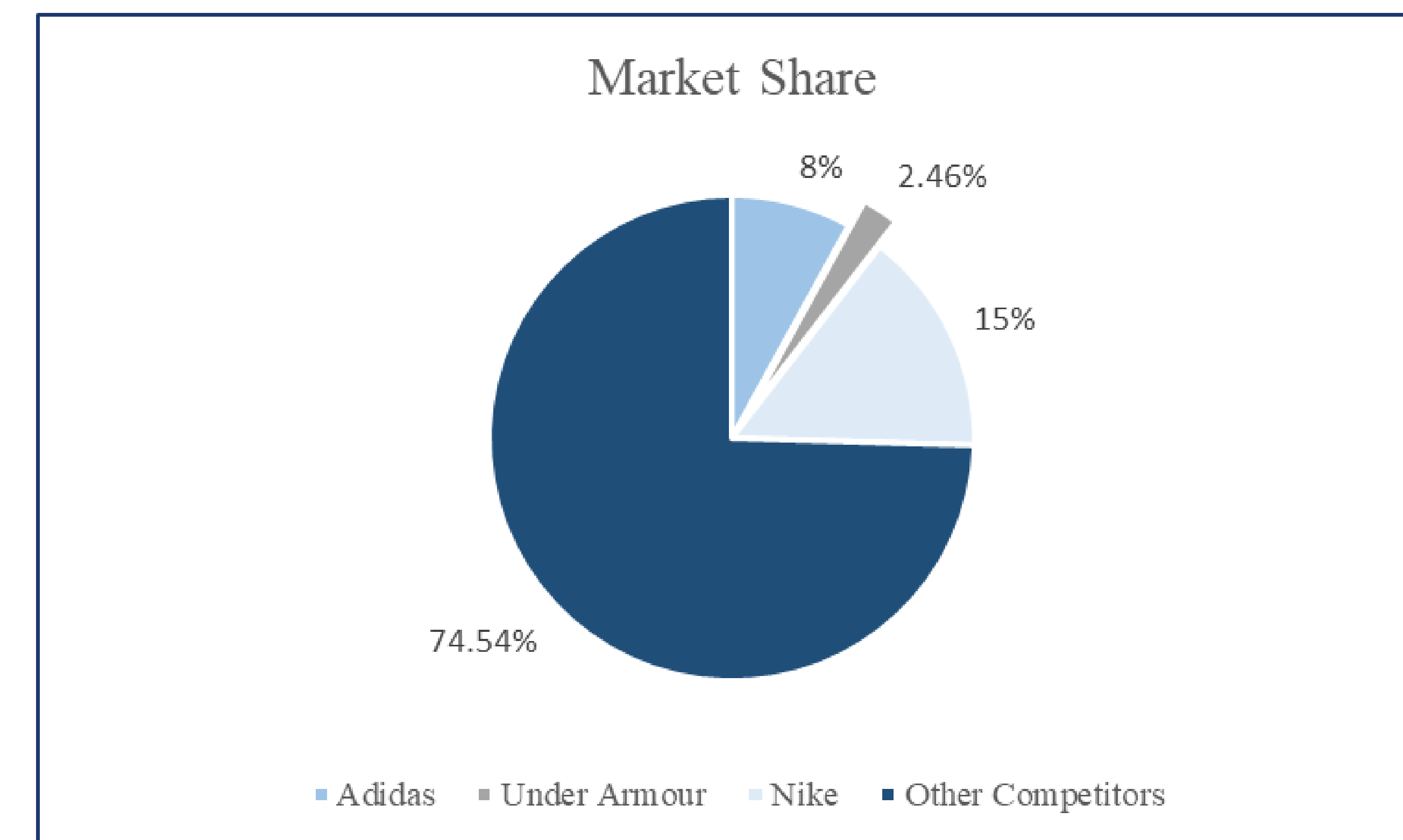
Profit/Net Income (2021): (\$360,060)

Products: Athletic Apparel, Athletic Equipment

Competitors: Nike, Adidas, Asics

Financial and CSR Results

Under Armour Key Financials (2021 Fiscal Year)			
		USD	Percent Change
Revenues	\$	5,683,500,000	27.01%
Profits	\$	2,861,500,000	32.47%
Assets	\$	4,991,400,000	-0.78%
Total Stockholder Equity	\$	(47,600,000)	19.59%



Under Armour vs. Nike vs. Adidas vs. Asics				
	Price	Market Cap	1- Year Total Returns	P/E Ratio
Under Armour	\$9.04	\$3,829,420,000	26.20%	25.37
Nike	\$120.41	\$186,703,290,830	134.13%	34.84
Adidas	\$163.80	\$29,244,000,000	147.40%	130
Asics	\$27.31	\$5,083,000,000	22.87%	33.3

Corporate Social Responsibility Results

- Improved leadership conduct and environment
- Diversified and inclusive workforce at all employment levels
- High environmental standards and protocol for reduced carbon footprint
- Supports efforts to enrich surrounding communities

References

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SWOT Analysis

Strengths

- Product quality
- Brand recognition
- Celebrity endorsements (Stephen Curry)

Weaknesses

- Lack of distinction
- Limited international prescense
- Last quarter's financial performance

Opportunities

- Expansion
- Female audience

Threats

- Competitors
- Inconsistent leadership

Recommendations

- Maintain consistent, effective leadership
- Restore market cap to prior potential
- Focus on global expansion
- Improve promotion for community initiatives
- Address and lessen water usage

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