

## PolyU SFT x PUMA Case Competition in Sustainability 2024

### Background

Puma is one of the leading sustainable brands in the fashion industry. Recently, it has been ranked among the top ten “Climate Leaders” in Europe by the Financial Times in 2024, recognizing its outstanding contributions to reducing greenhouse gas emissions, and fostering a better community. For instance, Puma aims to align its sustainable practices with the United Nations Sustainable Development Goals (SDGs) to quantify achievement targets. It forms partnerships with various vendors to promote the use of eco-friendly materials in developing their products. In addition, Puma enhances information transparency by maintaining timely and regular records and disclosure the relevant information both internally and externally. This allows stakeholders to effectively track the company’s sustainable progress and performance. On the other hand, it is vital for Puma to understand sustainable consumer behavior to effectively address environmental challenges. This understanding not only enhances consumer engagement but also aligns with their expectations on the brand. By doing so, Puma can ensure that its sustainability initiative resonate with consumers and drive meaningful impact.

### Important note

The focus of this case competition is on Hong Kong consumers, **specifically targeting Gen Alpha, Gen Z and millennials**. Each team should give an introduction on the research methodology and address the following issues:

### Part I General understanding of consumers

- What factors contribute to the success of a sportswear clothing or footwear brand?
  - E.g., Product range? Advertising? Brand image? Quality and innovation?
- What criteria do consumers consider when purchasing sportswear clothing or footwear?
  - E.g., Price? Quality? Design? Brand?
- How does the target consumer group define and perceive sustainability in sportswear?

### Part II Consumers’ perception towards Puma

- What are the perceptions of Puma’s target consumer groups? How do they think about Puma?
- How do these target consumer groups view Puma’s sustainability efforts? Are they aware of Puma’s sustainability initiatives, and how do these compare to other sportswear brands?
- Is the use of sustainable materials, such as recycled or organic options, a significant factor for consumers when choosing sportswear clothing or footwear?

### **Part III Recommendations for Puma**

- What suggestions can be provided to Puma in the future development?

### **Judging Criteria**

- Able to address the case issue: 30%
- Perform critical and comprehensive analysis: 30%
- Creativity and feasibility on the recommendations: 25%
- Quality of communication: 15%