



اُنْدِيْفُوْمَرْسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**Timberland**

**COMPANY ANALYSIS**

**THE TIMBERLAND COMPANY**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

<b>FACULTY</b>	FACULTY OF MATHEMATICAL AND COMPUTER SCIENCES
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## **CHAPTER 1: INTRODUCTION**

### **1.1 Background of The Study**

Technology Entrepreneurship (ENT600) is a subject that needs to be taken by the entire student in UiTM regardless of its courses. This course provides instruction and introduces students to the organization's orientation. Learning entrepreneurship is somewhat different from learning anything else. The entire concept of the subject is to help learners understand their strengths and talents. Focusing on improving them is all about it. By studying entrepreneurship, students are exposed to many opportunities to learn how to think critically and analyse the pieces on the board. The cornerstone of a smart decision-making process is to be aware of all the significant factors and see how they influence each other. This is not something that can be gained from a journal.

Examples from the real world must be exposed to students and benefit from their own experience. Students are expected to look for any company or company for this subject and hold an interview with the company or business owner. Students should ask the organisation or business about the issue. Students should then analyse the issue and find the solution for the business or organisation. Furthermore, based on the company's interview, this subject needs to produce a written case study report. An early planning or mind set for the students who want to open business is given for the case study.

Nowadays, there are many entrepreneurs were created in our country, Malaysia especially among young generation. In this case study, I choose to conduct at The Timberland Company. The Timberland Company is a U.S manufacturer and retailer of outdoors wear, with a focus on footwear. It is owned by VF Corporation. Timberland footwear is marketed towards people who are intending in outdoor activities. The company also sells apparel, such as footwear and apparel. The method of SWOT analysis is used in our study to identify the problems happens. Then, the recommendation towards the improvement will be made in the company. Last but not least, the conclusion will be made to summarize the finding and discussion oh the company.