



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَإَارَا
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MARA



COMPANY ANALYSIS

Brunswick Bowling & Billiards

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Brunswick Bowling & Billiards was the business segment of Brunswick Corporation that historically encompassed the following three divisions which is Billiards, Bowling centre and Bowling equipment and products. Brunswick's global headquarters is in the northern Chicago suburb of Mettawa, Illinois. One of the products that produce by this company is bowling bag. This product has two types which is carry bag and roller bag. The design of the bag is based on the capacity ball. Different capacity ball has different design. The purpose of this study are to analyse the problem that Brunswick Company faced and provide solution to overcome the problem.

After doing company analysis, there are several problems about bowling bag. The problems are difficult to handle, less compartment and not have safety lock. Furthermore, there are some features that not suitable for some categories players such as the extending handle is short and make the taller people difficult to move. From this problem, there are some suggested and recommendation to overcome this problem. The company should innovate or make a changes design about their product to fulfil the customer satisfaction towards their product.

2.3 Product / Service

Brunswick Corporation have many types of service but for this study it will focus for the Brunswick Bowling & Billiard. Brunswick bowling provide product which is balls, bags, shoes and accessories. This company have provided bowling balls that have specific performance level and the reaction shape. There are five types of performance level for ball which is pro, high, advanced, affordable and polyester. However, the Brunswick ball also have five types of reaction shape such flip, traction, all purpose, control and accurate. The price for Brunswick bowling ball is RM300 above.

Second product from this company is shoes. The shoes that provide by this company is suitable to all people. Moreover, the shoes by this company has divided into three type which is performance, athletes and heels and soles. The shoes have many design and colour that can attract bowler to purchase. The other product is accessories. There are many accessories that have produce by this company. These products also are divided into four categories such as gloves and support, ball maintenance, shoe products and gripping products. This product is to maintain the other product from damage. Some accessories are very useful to the bowler to protect their body from injured which is hand conditioner, smooth slide and skin cover protecting tape.

In this case study, it will focus about bowling bag. As known, there are two type of bowling bag which is carry bags and roller bags. There are many types of capacity that have provided to the bowler. The capacity of the bowling bag produced is for one ball, two balls, three balls and lifestyle. The bag is suitable for unisex because the design and colour are suitable for all gender and age. Different capacity of bag has different prices. The price for this bag is RM200 above based on the capacity. Besides that's, this brand is the first choice for the bowler to purchase the item that they needed.