



COMPANY ANALYSIS

(PUMA)

**FACULTY & PROGRAMME: FACULTY OF APPLIED SCIENCE, BACHELOR OF
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TABLE OF CONTENT

	PAGE
ACKNOWLEDGEMENT	i
TITLE PAGE	ii - iii
LIST OF FIGURES	vi
LIST OF TABLES	v
EXECUTIVE SUMMARY	vi

EXECUTIVE SUMMARY

This case study was assigned to study about on how entrepreneurship create product and how a company run their business. In this case study, I had done research about a widely known sportswear company which was Puma. Puma was a company that produce sportswear likes shoes, apparel and sports accessories, but, in this case study I studied only about their shoes which was running shoe. Sports was an activity that we do to keep our body healthy, and for some people they play sport as their hobby. It was vital for us to find running shoe that can protect our feet from the road, provided traction on different surfaces, cushion the landing shock and support our feet when we were running for fun or training for a marathon. Selecting the right running shoe means the shoe that can prevent injuries and make it enjoyable to log those miles. The first part of this case study is about the company information. This part were about their company background, how they start their company, about their organizational structure, their services and product, marketing and also operational strategy. Next was the SWOT analysis, it were about strength, weaknesses, opportunities and threats of Puma company. The third part were about the problems of the products. Lastly, I wrote about the improvement that I want to make for the running shoe.

APPENDIX 3

PRODUCTS - TABLE 1.0

SPORT	PICTURE
<p>TEAM SPORT</p> <ul style="list-style-type: none">- Sport that play in the team- Such as football, handball, rugby, cricket, volleyball	
<p>RUNNING AND TRAINING</p> <ul style="list-style-type: none">- Goal remained the same; to make their athletes run faster	
<p>MOTORSPORT</p> <ul style="list-style-type: none">- Created motorsport footwear and apparel.	
<p>BASKETBALL</p> <ul style="list-style-type: none">- With PUMA Basketball shoes, the court turn into stage for style, powered by high-performance gear.	
<p>GOLF</p> <ul style="list-style-type: none">- Made stylish, performance-ready golf apparel, footwear, and accessories and clubs.	