



اَوْنُوْزِ سَيِّتِي تِي كُنُوْ لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600

TECHNOLOGY ENTREPRENEURSHIP



COMPANY ANALYSIS:

ADIDAS

FACULTY	SPORT SCIENCE STUDY (SR243)
SEMESTER	FIVE (5)
NAME	KHAIRUN HANNA BINTI MOHD AFENDY
MATRIC NO	2018674096
LECTURER	DR. SHAFIQ SHAHRUDDIN

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Dr. Syafiq Shahrudin

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EXECUTIVE SUMMARY

When it comes to physical activities, the first important thing is the safety of the person performing the activities. One of the safety measures should be taken is the needs of proper shoes. There are varieties of sport shoes that are sell in various store. One of the shoes that attract me to carry out a case study is the Adidas Core Grace Women. These colourful training shoes may enhance the attraction of customer with its advantages and the beautiful design is a must buy item. Even though, the shoes may have its many benefits, but unfortunately it had the disadvantages as well. The disadvantages had cause severe disappointment among customers. Other than that, Adidas Core Grace shoes produces smelly odour due to the excessive sweat of the wearer. Due to lack of airflow in and out of the shoes, the smell had remained sustained. To recapitulate, the need to produce better version of the shoes is acquired so that it can overcome the problem as stated above and manage to satisfy the needs and wants of the customers.

2.3 Product/ Services

- Sustainability materials: Recycle polyester, recycle nylon, recycle rubber, Algae-based EVA.
- Recycle polyester: reduce the tendency of non-renewable petroleum and decreases the carbon impact.
- Recycle nylon: Discharge less waste.
- Training shoes, Running shoes and sneakers.

2.4 Technology

Adidas supports Parley for the Oceans in its education and communication efforts and commits to the Parley A.I.R. (Avoid, Intercept, Re-design) strategy to create long-term solutions:

- Adidas avoid the use of plastic bags and microbeads (plastic particles often used in exfoliating products). Together with our partner COTY, their ended the use of microbeads across all body care products. Additionally, Adidas committed to being single-use plastic free in our facilities.
- Adidas work with Parley for the Oceans to prevent plastic from entering the oceans, and instead transform it into performance sportswear. In this way, we aim to turn a problem into progress, with an eco-innovative replacement for virgin plastic.
- Re-design: Drive eco-innovation around materials, products and new ways of using them with the ultimate goal of reinventing current plastic. Integrating this mindset within our business model has resulted in our strong commitment of using 100% recycled polyester in every product and on every application where a solution exists by 2024