



اُنِيُوْزِيسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَإَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# **TECHNOLOGY ENTREPRENEURSHIP (ENT600)**

## **CASE STUDY**



## **COMPANY ANALYSIS**

### **AL-IKHSAN SPORTS**

FACULTY	FACULTY OF SPORT SCIENCES
PROGRAMME	BACHELOR OF SPORTS SCIENCE (HONS)
SEMESTER	5
PROJECT TITLE	ALOEVERA INFUSED GEL INSOLE WITH SMART TRACKER SYSTEM
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## **EXECUTIVE SUMMARY**

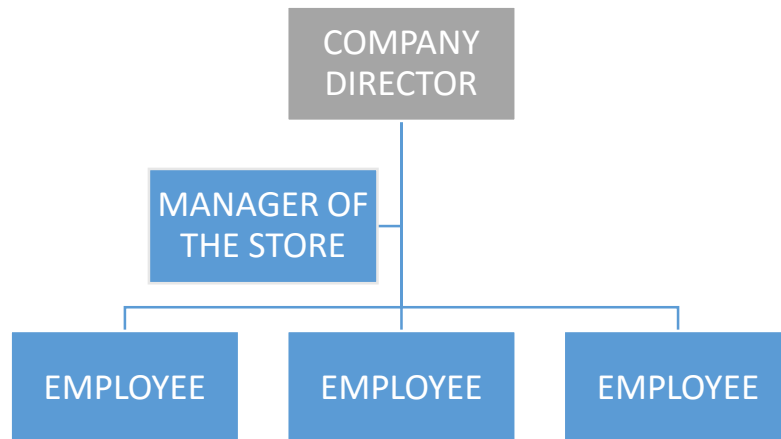
Al-Ikhsan Sports offers what is undoubtedly the coolest range of sports goods, not only for men and women, but also the perfect sportswear for your little one. In addition, they are so progressive that they make any kind of sporting apparel look better and manufacture genuinely high quality items only for the consumer. The challenge is that, just as good as Al-Ikhsan Sports is, they must compete with other companies' advanced technology offerings to be the best in the region.

As you are well known, Al-Ikhsan Sports is well known for its large retailers of footwear items. However, some of the shoe soles have a short life span. Shoe insoles and foot orthotics have been promoted and successfully used for sports and other physical activity for many years. They have been administered or recommended for several different purposes, including minimising the incidence of movement related injuries, aligning the skeleton correctly, providing better cushioning, enhancing comfort and reducing muscle activity. To add further examples, the quality and material of the soles themselves plays a major role in ensuring that the footwear can provide good value to consumers.

Based on the above condition, I have come up with a few ways to tackle the problems that arise. Sole-mate is a terrific aloe vera infused gel insole with a smart tracking device that lets users run their daily errands or do sports activities without feeling nervous or uneasy about something. Sole-mate gives you full power over your legs to have a positive impact. Sole-mate only uses best practises to manufacture insoles so that the product can further boost the efficiency of Al-Ikhsan Sports.

Through this case study, I plan to resolve the obstacles facing us and turn them into opportunities for future markets.

## 2.2 Organizational Structure



## 2.3 Products

Al-Ikhsan Sports operates retail outlets and online stores for sports equipment, clothing and accessories for men , women and children. The company also has its own line of up-to - date clothing and footwear items (Al-Ikhsan, 2006).

## 2.4 Technology

For current technology, Al-Ikhsan Sports has launched, as a guide, its synthetic footwear material based on Adidas AdiZero Technologies. Synthetic plastic-based fabrics have resulted in a substantial reduction in weight compared to leather, while still offering greater longevity with a supporting canvas or nylon (Evan, 2018).

## 2.5 business and marketing strategy

Al-Ikhsan Sports has its own business and marketing strategy to ensure that its company shifts with its rivals. Second, a very detailed website has been launched for online marketing, which displays images of the product. This website will help customers position their order without going to the Al-Ikhsan Sports store. In addition, they also offer delivery service to customers who place their order online. Next, they almost often make deals and sales that offer discounts on the chosen item for a certain period of time. This approach would make their products the perfect option for the consumer when it comes to finding the best and most affordable sportswear.