



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

ADIDAS COOPERATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME	: FACULTY OF SPORT SCIENCE & RECREATION : SR243 - BACHELOR OF SPORTS SCIENCE (HONS.)
SEMESTER	: 5
PROJECT TITLE	: ADIDAS TRAINERS SHOES
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ACKNOWLEDGEMENT

First of all, Alhamdulillah I am grateful to Allah SWT for giving me strength and ease my journey to complete this case study for Entrepreneurships (ENT 600) that required by this subject successfully.

I would like to express my gratitude to Dr Syafiq Shahrudin for teaching, leading and help us on how the process of completing this report. Without his valuable supports and advice. I may be not able to complete this project. His willingness and sacrificing his time to guide us should be appreciated, thank you.

I also want to gratitude my parents for always encourage and motivate me to keep inspire to finish this project. Despite of the hard work and challenge due to this pandemic Covid-19 outbreak. Without them, we're nothing I am nothing. Their trust and hope will keep me motivate to finish this degree. I hope I will make them happy in the future.

EXECUTIVE SUMMARY

This project is an effort to find out how ideas can be implemented in a specific way. As an UiTM Arau student, it is part of a case study project for everyone. To this end, I have been able to study a company that developed the same product that I want to create, which is a sports brands company named Adidas® that develops even shoes, that based on Herzogenaurach, Germany.

I may collect information from the company in the first part of the project report such as the company history, the technologies used and various types of things that created by the company. Through the SWOT review, I can discern the strenght, weakness, opportunities and threats of this business in the second part of the project report and recognise a better technology system solution for dealing with the present problems faced by the firm. Strategy and plan to strengthen the new structure and business development growth.

Because of the problems, I would like to invent a new pattern of shoe in the market. This new pattern product will be able to satisfy the human need in protecting their foot from the risk of injury. Besides that, the additional features will be able to reducing their daily life problems. It can create a flexible, fully breathable, eco-friendly and lightweight shoes.

2.2 Organizational Structure

Current executive board

- CEO: [Kasper Rørsted](#)
- Chief Financial Officer: Harm Ohlmeyer
- Global Brands: Eric Liedtke
- Global Operations: Gil Steyeart
- Global Sales: Roland Auschel

2.3 Products/Services

Although Adidas has a very strict selection at local retailers, Adidas has also transformed its company to the online world. With many businesses today, they refer to the online world to meet customer needs with products. There are so many products available for customers to choose from. In addition, Adidas is constantly adding new products to satisfy the demands of customers. To help meet the demands of customers, Adidas has many designers. Some of the design areas Adidas includes are Footwear Design, Hardware Design, Graphic Design, Apparel Design, Accessories Design, and Colour Design. Adidas has much to offer with this such as being to design products to your needs and chatting with employees online at any time a customer has a question. In addition to the products available online, there are certain products that customers can even choose to customize on their own.

All materials and product samples have to pass a rigid compliance process and are tested in accordance with standardized material and product testing specifications and also procedures to ensure product quality and consumer-safe products. Dedicated teams control the quality of their products through proper testing prior to production at all levels of the supply chain, strategic partnership with suppliers during the manufacturing process, random checking after retail delivery, open contact about faulty products and swift resolution of product liability claims where appropriate.

In addition to ensuring healthy and environmentally friendly products within their core product ranges, Adidas is actively tracking and informing branded product areas which may have different risk profiles. These areas range from promotional products containing bioactive textiles to personal protective gear, mobile devices, and apparel for children and infants. Adidas is actively tracking regulatory changes in the field of public protection and reviewing its policies and manuals where appropriate, as they have done in the field of children's clothing.