



## **COMPANY ANALYSIS**

### **ASICS COMPANY**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY & PROGRAMME : FACULTY OF SPORTS SCIENCE AND RECREATION**

**SEMESTER : 5 (RSR2415A)**

**PROJECT TITLE : CASE STUDY OF ASICS COMPANY**

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## **ACKNOWLEDGEMENT**

First and foremost, praises and thanks to Allah, the Almighty for His showers of blessing throughout my case study. During my journey to prepare this task, I would consider taking the information and assistance from the person who deserve my sincere thanks.

I would like to express my deep and sincere gratitude to course my lecturer, Dr. Athifah Najwani Hj Shahidan, for giving me the opportunity and providing invaluable guidance throughout this task. Her knowledge, information and help have deeply inspired me. She has taught me Entrepreneurship to carry out this task and to prepared for this task clearly as possible. It was a great privilege and honour to learn from under her guidance. I am extremely grateful for what she has offered me. I would also like to thank her for her time and effort to teach us. I am extending my heartfelt thanks to her and my friend for their acceptance and patience during the discussion I had with her about this task.

I also extremely grateful to my parents and family for their love, prayers, caring and scarifies for educating and preparing me for my future. I am very thankful to the person who helps me a lot to achieve this success and I am sincerely appreciate the helps from my colleagues and senior who support me and encourage me through the offer and useful opinion regarding my assignment.

Last but not least, many gratitude went to individuals who helped me in completing this case study. I appreciate every piece of everyone.

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## **EXECUTIVE SUMMARY**

This is endeavour grasp how the theories can be applied to a practical situation. As a student of UiTM Perlis, it is part of the study to everyone to undergo this case study project. For the purpose, I got a chance to research a corporate entity that manufactures a product that caught our attention, which is Asics Group, sport retailer.

First thing first, the information regarding the corporation has been collected generally. Information is gathered through a primary and secondary resources. In the second part of this case study contains specialized subject studies. The purpose of this case study project is to figure the background, organizational structure, products and services that Asics Group provide.

In this case study, I have analyse the strength, weaknesses, opportunities and threats of this company in a real business world using SWOT analysis. Besides, I also studied regarding the product manufactured by Asics, which Asics has their technology in manufacturing their product which is different and rare among others product.

To contribute a healthful and sustainable society and to bring joy to people from around the world through sport

## 2.2 Organizational Structure

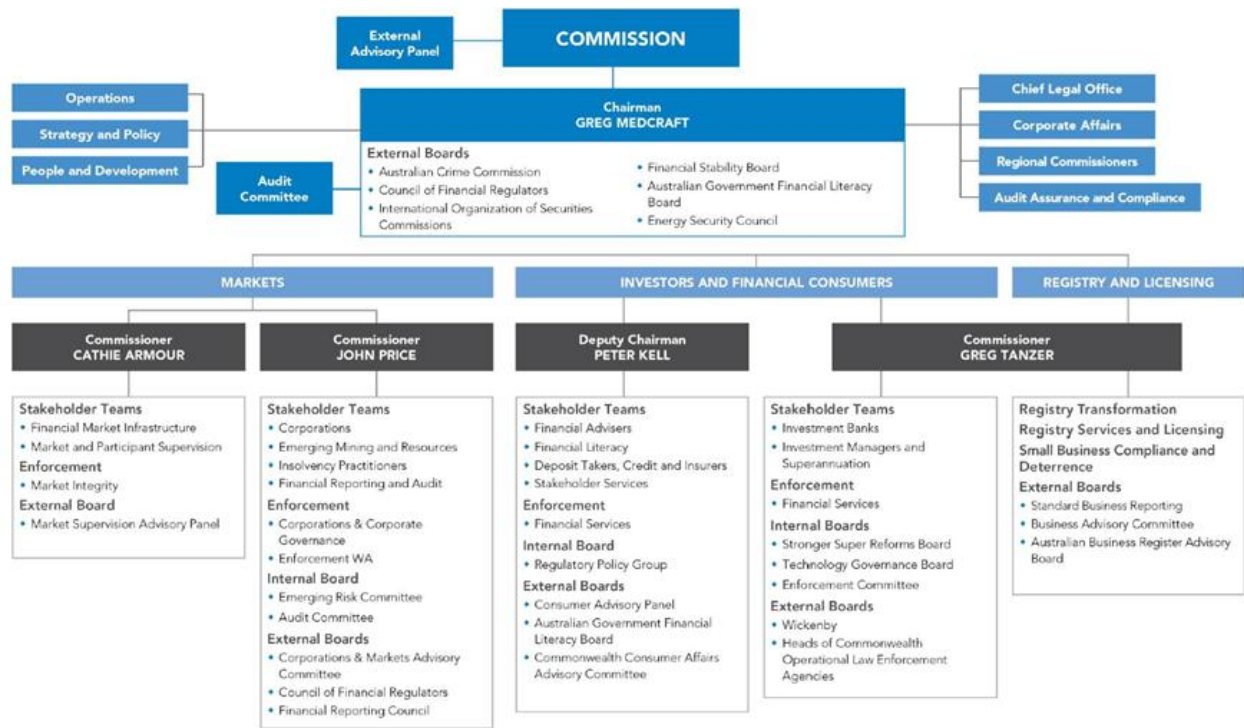


Figure 1. Company's Organization Structure

## 2.3 Products/ Services

PRODUCTS/SERVICES DESCRIPTION	
<b>PRODUCT NAME</b>	Asics GEL – Cool Seamless Tee
<b>IMPORTANCE PRODUCT CHARACTERISTIC</b>	The quality and specification of the shirt
<b>SPORT PRACTICES</b>	Running and exercise shirt
<b>PRICE OF THE PRODUCT</b>	RM 150.00