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UNIVERSITI
TEKNOLOGI
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**COMPANY ANALYSIS
MIZUNO GROUP**

TECHNOLOGY ENTREPRENEURSHIP (ENT 600) : CASE STUDY

FACULTY	: SPORTS SCIENCE AND RECREATION
PROGRAMME	: BACHELOR OF SPORTS SCIENCE
GROUP / SEMESTER	: RSR 2435B / SEM 5
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SUBMISSION DATE	: 28TH APRIL 2021

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EXECUTIVE SUMMARY

This is an opportunity to grasp how the theories can be implemented to a real situation after studies life. As a student in UiTM Perlis, it is a part of a study syllabus for everyone to complete a case study project. So for the purpose, we got the chance to made research on a corporate entity that manufactures a sports product that deeply related to us, which is Mizuno Group, a worldwide sports company.

First of all, identify and collect general information about the company group that we chosen. All of the information is gathered through the primary and secondary source of references. Next, the second part or the case study contains the background, organizational structure, products and services that Mizuno provides and also their strategy being worldwide.

The main objective of this case study to analysed the strength, weakness, opportunities and threats of our product that we chosen from Mizuno Group stuffs to make some innovations. The SWOT analysis help us to identify which part that we can improve and reduce the weakness in order to compete others brand and be number 1 in sports industry. In this case study, I will explain the problems of the Mizuno racket badminton that grab my attention and provide our recommendation to solve the problems. The problems that have been identified is price is higher than normal racket, so people that want to buy for leisure play can't afford it. Then, the fold and unplug innovation will make the racket more easier to be broke if not handle with carefully and last one problem for professional player to adapt the new change in games.

During this pandemic era, challenge that Mizuno Group face is not just their rivals in same industry and same level that keep produce higher good quality, services and innovation technology. The current challenge that almost everyone faced is to build back and recover from lockdown before this. As we know, there are so many other sports retailers that offer great product and services just like Mizuno Group. Mizuno known as a product apparels and equipment that have a high quality and technology with reasonable price. However, there are still some room for improvement that Mizuno can figure out on how to put their products is the best among other sports retailer.

1. COMPANY INFORMATION

1.1 Company Background and History

In 1906, Mizuno brothers, Rihachi Mizuno and Rizo Mizuno founded a Japanese sportswear and equipment company called as Mizuno Corporation. For your information, currently Mizuno is one of the popular and famous corporation worldwide in sports industry which is well known producer for wide variety of sports equipment and sportswear for many types of sports including athletics, running, rugby, football, tennis, golf, volleyball, baseball, badminton and many more.

Originally in Osaka, the shop sold Western sundries, including baseballs, and then in 1907, they began to sell order-made athletic wear. The shop then moved to Umeda-Shinmichi and its name was transformed to Mizuno Shop in 1910. After that, in 1913, the corporation began to manufacture baseballs and gloves. Mizuno then manufactured the first Japanese made golf club which presented by Star Line in 1933. Because of that particular event, Mizuno continued to make variety of golf clubs until rewarded as the world's largest showroom of golf club in 1935. Subsequently, in 1941, the company name was changed to Mizuno Co., Ltd, and has remained the same until now. In addition, during world war II, Mizuno also helped manufactured military ordnance for Japan's war effort.

In 1961, under the denomination of American Mizuno, Mizuno Corporation established the first American factory in Los Angeles. Throughout the succeeding years, Mizuno then signed sponsorship deals with variety of the foremost prominent personalities in sports, like the All-Blacks rugby team, the former San Francisco 49ers quarterback Joe Montana, the track and field athlete Carl Lewis, the Manu Samoa rugby team, golfer Nick Faldo and Czech tennis athlete Ivan Lendl.

Their first mobile workshop called Mizuno Baseball Workshop was then introduced to gain a grip within the sporting goods market within the United States in the late 1970s to service major league clubs during preseason in Florida and Arizona. The 12-meter-long van manned by two skilled Japanese craftsmen contained extensive leather-working equipment to produce made-to-order gloves and repair all brands. After that, Mizuno Corporation also expanded its operation centres opening new factories in Germany, France, China, Scotland and Hong Kong.

1.2.1 Vision and Mission

Mission Statement

Contributing to society through the advancement of sporting goods and the promotion of sports.

Vision Statement

We will continue to making people around the world happy through the power of sports.

Values

- Creating a new 100 year brand
- Realization as a global company
- Cultivating an employee friendly culture

1.3 Products

Mizuno offers a lot of product related to sports need such as sportswear and equipment. This also include clothing and footwear. There are over 10 type of sports gear and apparel offered by Mizuno with different type of technology used. Mizuno also have their focused sport products which is baseball and golf. Other than that, rather than focusing on professional sports, Mizuno also create their products for leisure sport. This make Mizuno's product suitable for beginner and high performance athlete. List below shows the sports equipment and gear covered by Mizuno which shows that the company is a one stop center for most sports:

1. Golf	2. Swimming
3. Tennis	4. Cycling
5. Baseball	6. Judo
7. Volleyball	8. Table Tennis
9. Football	10. Badminton
11. Running	12. Boxing
13. Rugby	14. Athletics
15. Skiing	