

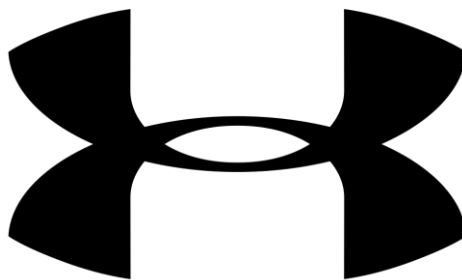


اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **ENT600 TECHNOLOGY ENTREPRENEURSHIP**

### **CASE STUDY**

### **PRODUCT ANALYSIS OF UNDER ARMOUR**



**UNDER ARMOUR**

FACULTY : FACULTY OF SPORTS SCIENCE AND RECREATION  
PROGRAM : BACHELOR OF HEALTH AND FITNESS (SR245)  
SEMESTER : SEMESTER 5  
NAME : AIFA ADILA BINTI ABDUL RAZAK  
MATRIC NUMBER : 2019693162  
GROUP : RSR2455A  
LECTURER : DR. ATHIFAH NAJWANI BINTI HJ. SHAHIDAN  
SUBMISSION DATE : 28 APRIL 2021

**TABLE OF CONTENT**

**CONTENT**

**TABLE OF CONTENT**

**EXECUTIVE SUMMARY**

**ACKNOWLEDGEMENT**

**BACKGROUND OF COMPANY**

**PRODUCT ANALYSIS**

SWOT Analysis

**FINDINGS OF MAIN ISSUES/PROBLEMS**

**Problem 1**

**Problem 2**

**Problem 3**

**DISCUSSION ON PROBLEM SOLUTIONS**

**Problem 1**

**Solution**

**Problem 2**

**Solution**

**Problem 3**

**Solution**

**RECOMMENDATION**

**Best Solution**

**REFERENCES**

**APPENDICES**

## **ACKNOWLEDGEMENT**

Firstly, we would like to give appreciation to our lecturer of the subject ENT 600 Dr Athifah Najwani Binti Hj Shahidan for guide us and advice that she has given us to complete the report. She inspired us greatly to work in this report. We also would like to thank her for showing us some example that is related to the topic of this report.

Next, we would like to thanks to University Technology Mara (UiTM) for providing their students with good facilities to complete this project. It gave us an opportunity to use their facilities and conduct our work at my own room with good connection of Wi-Fi and further our work done for this report.

Thus, we also would like to thanks our families and friends for always being understanding and support to us in completing this report project. Without helping from them we may face many difficulties and problems while doing this project. We apologize if there is any mistakes and weaknesses in this assignment or report. We fully sincerity accept any criticism and comments about our assignment to make correction on our assignment. Thank you for your kind judgement and feedback on our work. We hope all the criteria for the assignment is fulfilled the criteria that needed.

## **EXECUTIVE SUMMARY**

In this pandemic, there's a lot of changes in scheme of work. But this is not a distracted for us to learn the theories about ENT 600. This case study is part of assignment on purpose to do the research about the company and their SWOT analysis of the product. So, we choose Under Armour as our company to do this case study.

As we know that Under Armour is one of the companies that provide sports goods. Because of this project, I get chances to know deeply about this company such as their objective, mission, vision and so on.

In this project, I needed to choose one product and do SWOT analysis on the product. So, I choose their Meridian Legging. Then, I identify the weakness and how to overcome the problems with the best solution among the solutions. Through this case study, I will describe in detail about the problem arising and the best solution that I need to choose to overcome the product's problems.

## 2.0 PRODUCT ANALYSIS



### 2.1 SWOT ANALYSIS

		STRENGTHS	WEAKNESSES
INTERNAL FACTORS	<ul style="list-style-type: none"><li>• Non-slip waistband</li><li>• Material wicks sweat and dries really fast.</li><li>• Soft material.</li></ul>	<ul style="list-style-type: none"><li>• Uncomfortable design and cutting line.</li><li>• Exposing the curve too much.</li><li>• Tight fit compression.</li></ul>	
EXTERNAL FACTORS	OPPORTUNITIES	THREATS	
	<ul style="list-style-type: none"><li>• Stable loyal customer</li><li>• Great images of the products</li></ul>	<ul style="list-style-type: none"><li>• Pricey</li><li>• Fake products.</li></ul>	