



COMPANY ANALYSIS

UNDER ARMOUR

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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Assalamualaikum w.b.t

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EXECUTIVE SUMMARY

This is an effort to learn on how's creative ideas can be implemented in real-world situations. As a student at Universiti Teknologi Mara, Perlis or UITM Perlis, everyone is required to complete a case study project as part of their studies. So, for this context, I was given the opportunity to conduct research on a company that manufactures the product that I deeply interest about it, which is the Under Armour company, which is the headquarters is at Baltimore, United States.

In this case study, In the first part general knowledge of the company has been acquired. Mostly the information regarding this company is collected using the primary sources only. Next, this case study, it contains specific of topic analysis which it covers the objective of this project which are to work on the background, organizational structure, mission, and vision and the products that Under Armour company provides. Next, we also cover their company information regarding business, marketing, and operational strategies.

Lastly, in this case study I also identified the strength, weaknesses, opportunities, and threat from one of the products that I interested from Under Armour products for do a research about it using SWOT analysis. The product that I choose which one of their rugby boots which it given name Under Armour Nitro Rugby Boots. From the analysis, I will discuss the problems regarding the product that I identified from Under Armour company's products and choose the major problem from the product. Then, I carried out several solutions or alternatives to overcome and improving that product in the future. On top of that, we also identified the advantages and disadvantages of the solution and the alternatives that been carried out.

1.3 Organizational Structure



Figure 1.3 Under Armour Organizational Structure

1.4 Products

Under Armour Inc offer varieties of products and mostly the products are related sports. They have produced a lot of products like varieties of shoes that specific of each sport, accessories like backpack, towel, gloves and others, shirts, or pants for wearing during exercises and other products. On top of that, this company have produced the products that covered all genders (boy and girl or man and woman), sizes, and ages factors that can make all communities can wear or capable to have it. Table below shoes the example of the products that produces by Under Armour Inc that sell in the Under Armour website

([https://: www.underarmour.com](https://www.underarmour.com)).

Tops	
Short sleeves	Hoodies & Sweatshirts