



**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**  
**FACULTY & PROGRAMME: FACULTY OF SPORTS SCIENCE AND RECREATION/  
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**SEMESTER : 5 (RSR2435A)**

**PROJECT TITLE : CASE STUDY**

**NAME : AMIR HAMZAH BIN NAZARALI (2020956067)**

**LECTURER : DR. ATHIFAH NAJWANI HJ SHAHIDAN**

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## **EXECUTIVE SUMMARY**

This is an attempt to know how the theories can be applied to practical situations. As a student at UiTM Arau, Perlis it is a part of study for everyone to undergo a case study project. Therefore, for this purpose, I got the opportunity to research a company, which is Puma that is headquartered in Herzogenaurach, Bavaria, Germany. Malaysia's Puma office is located at Petaling Jaya, Selangor.

In the first part of the project report, the general information of the company has been collected. The information is obtained through the primary and secondary sources as well.

In the second part of the report, it contains the specialized subject study. The objective of the project is to study on the background, organizational structure, products and services that are provided by Puma. Goals determine what a business wants to achieve. Strategy is an action plan for success to achieve the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management. Besides that, I also describe about business problems that this project created to address. Next, I also study about marketing and its operational strategy used by the company to promote their products, which I find some interesting. Lastly, I analyse the strengths, weaknesses, opportunities and threats of this company in the real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analyse and find a solution to overcome the problem.

The last part is giving some recommendations to improve the business better; because of their quality of the product and their bright future.

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### 2.3 Products/ Services

#### 2.3.1 Product

PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. For more than 70 years, we draw strength and credibility from our heritage in sports. PUMA Malaysia offer many type of sports attire and equipment. There are 18 stores in whole Malaysia where it is on the most visited places like Queensbay in Penang and KLIA in Kuala Lumpur There are too many types of shoes that are available in their stores. These shoes however are priced differently according to its features. Beside shoes, there are other product like football boots, cricket bat, tennis racquet and many more