



اَوْنِبُوْ رَسِيْتِيْ تَيْكُونُوْ لُوْ كِيْ مَارَا

UNIVERSITI TEKNOLOGI MARA

COMPANY ANALYSIS

NIKE



TECHNOLOGY ENTREPRENEURSHIP ENT 600: CASE STUDY

FACULTY & PROGRAMME	: FACULTY OF SPORTS SCIENCE AND RECREATION & BACHELOR OF SPORTS MANAGEMENT (hons)
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Muhamad Izzat Aiman Bin Abdul Rashid

EXECUTIVE SUMMARY

This project is an attempt to know how the theories can be applied to a practical situation. As a student in UiTM Arau, it is a part of a learning for everybody to perform a case study project. So, for this purpose, I got the opportunity to do a research on a company which manufactured the same product that I want to develop, which is Nike Corporation.

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services near Beaverton, Oregon, in the Portland metropolitan area. It is the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US\$37.4 billion in its fiscal year 2020. NIKE, Inc. introduced the new Nike+fuelband, giving runners real-time performance feedback on their distance, pace, time and calories burned with just a glance at their wrist.

In the first part of the study, I found that several problems that stop the production of this product in April 2014 has discontinued the Fuelband and focus on software applications. My focus is on Nike+ FuelBand. Those problems do not fare well for resistance based activities including weight lifting and yoga workouts. The FuelBand is water-resistant, but not waterproof, thus it cannot be used for any in-water activities.

At the end of the study, I performed a SWOT analysis to detect this kind of problems. I recommend Nike Inc to re-product Nike+ Fuelband to upgrade the performance and attractive design to attract the customer to buy then the Nike can make profit for own because nowadays their only collaboration with Apple Inc for smartwatch apple and provide Nike apps for apple use. I also recommend offered many more features and design and it have IP68 that is water resistant so that easy to use for sport water activities,

8.0 APPENDIX



Figure 8.1 Nike + FUEL BAND