COMPANY ANALYSIS
UMBRO GROUP

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAM	**: FACULTY OF SPORTS SCIENCE AND RECREATION**
SEMESTER	**: 5 (SR243 5A)**
PROJECT TITLE	**: CASE STUDY OF UMBRO**
NAME OF STUDENT	**: MOHD LUQMAN HAKIM BIN MOHD SIDEK**
LECTURER	**: DR. ATHIFAH NAJWANI HJ SHAHIDAN**

ACKNOWLEDGEMENT

First and foremost, praise and blessings to Allah, the Almighty, for the task being complete absolutely and effectively by His gifts of blessing. To be prepared for my mission, I will simply consider taking the knowledge and assistance of those valuable contributions who deserved my heartfelt gratitude.

Though I was very pleased with the outcome of this assignment, I would like to express my heartfelt appreciation to my course lecturer, Dr. Athifah Najwani Hj Shahidan, for providing me with excellent advice on that assignment through various consultations. I would also like to express my gratitude to Dr. Athifah, my mentor, for providing a detailed overview of the subjects, and who mentored me through the Technology Entrepreneurship course. I'd also like to express my heartfelt appreciation to all who assisted me in completing this task, both internally and externally.

I am most grateful to my beloved family for their help, kindness, and hardships in educating and inspiring myself toward achievement in order to have access. My heartfelt gratitude goes to my colleagues and seniors who have supported and encouraged me to complete this assignment in a timely and acceptable manner. Thank you very much to my colleagues for providing helpful feedback about my assignment, which helped me to improve the quality of such assignment.

Finally, I'd like to express my appreciation to everyone who assisted me in completing the research projects, whether deliberately or accidentally.

TABLE OF CONTENTS

1.0 Company information……3

2.0 SWOT Analysis……9

3.0 Finding and Discussion……15

4.0 Conclusion……19

5.0 Recommendation and Improvement……..……20

6.0 Reference……..21

EXECUTIVE SUMMARY

This is an attempt to understand how the ideas can be implemented in a realistic setting. As a student at UiTM Perlis, everyone is required to complete a case study project as part of their studies. So, for this reason, I was given the opportunity to conduct research on Umbro, a sports equipment supplier, which manufactures a product that we are really interested in.

First and foremost, general organizational knowledge has been gathered. Main and secondary sources are used to collect information. The advanced topic studies are included in the report's second section. The project's goal is to find out the context, organizational structure, goods, and services that Umbro offers.

In this case study, I used SWOT analysis to assess this company's strengths, weakness, opportunities, and threats in the real world. Following that, I researched Umbro's product, which is primarily a common technology used by the company for its chosen product, which is their goalkeeper gloves. The problem with the goalkeeper gloves is that is not recommended for people with small wrist, which causes difficulties for athletes. Next, the gloves contains several local counterfeit items, which can pose a danger to Umbro's profit margins. Finally, this gloves is too costly in comparison to other brands, and Umbro which struggle to attract middle-class buyers. I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems. I will go into greater detail about the issues, as well as explore possible solutions to the problems.

1.2 Products/Services

PRODUCTS/SERVICES DESCRIPTION	
PRODUCT NAME	Umbro Neo Pro Neg Goalkeeper Gloves
IMPORTANT PRODUCT CHARACTERISTICS	The quality and specification of the product
SPORT PRACTICES	Athletic training
PRICE OF PRODUCT	£100.00 (MYR 569)
SPECIAL DISTRIBUTION CONTROL	• Store • Delivery

1.2.1 Product

Umbro has a wide range of sportswear and equipment. Its products are distributed in over 90 countries worldwide. From football gear to athletic equipment, we have it all. The majority of athletes and sports enthusiasts would prefer Umbro because it provides high-quality goods at a reasonable price. In this section, we will talk about Umbro's goalkeeper gloves. There are several different styles of gloves available in their shops. These gloves, on the other hand, are priced differently based on their specifications.

1.3 Technology

Goalkeeper gloves have evolved dramatically over the years. That is, from minimal design and minimal comfort to maximal design and maximal grip. Because of technological advances in goalkeeper gloves growth, goalkeeper gloves with varying functionality and specification have been published. Using a goalkeeper to increase comfort and efficiency has become a priority of our new sports industry.

Goalkeeper gloves are designed to increase comfort, improve athletic efficiency, and increase ball security. Umbro offers a wide range of goalkeeper gloves at various price points. To solve the challenge that most athletes and consumers face. Umbro has released gloves that made specially for winter.