



اُونِيُوْزْسِيْتِي تِيكْنُوْلُوْجِي 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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First of all, I would like to express my special thanks to my lecturer Dr Athifah, who gave me the opportunity to do this wonderful Nike Company case study project. I have used an internet source to complete this case study. The journals and articles from the internet are very useful for me to complete my case study. There are a lot of knowledge and information that we can find from that source. Finally, thank you very much to my friends who supported me a lot in the limited time to finalise this project. Without the assistance and advice from these groups, any attempt at any stage cannot be satisfactorily achieved.

EXECUTIVE SUMMARY

This is an endeavour to grasp how the theories can be applied to a practical situation. As a student in UiTM Perlis, it is a part of a study for everyone to undergo a case study project. So, for this purpose, I got the chance to research a corporate entity that manufactures a product that deeply interests us, which is Nike, a sports retailer.

First of all, the general information regarding the corporate has been collected. Information is gathered through the primary and secondary source. In the second part of the report contains the specialized subject studies. The objective of the project is to figure on the background, organizational structure, products and services that Nike provides.

In this case study, I have analysed the strength, weaknesses, opportunities, and threats of this company in the real business world by using SWOT analysis to the product (football shoes). Next, I studied regarding the product manufactured by Nike, which is primarily a standard technology utilized by the company for its selected product that we have chosen which is their football shoes. Here, I will be explaining the problems of the shoes that have grab my attention. In this study, I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems.

2.3 Product

Classification	Description
Shoes	<ul style="list-style-type: none">• Running• Training & Gym• Lifestyle• Golf• Basketball• Football boots• Slides & Sandals
Clothing	<ul style="list-style-type: none">• T-Shirts & Tops• Shorts• Sports Bras• Jackets• Sweatshirts & Hoodies• Pants• Dresses & Skirts
Accessories	<ul style="list-style-type: none">• Bags• Hats & Headwear• Sports Equipment• Socks
Sports	<ul style="list-style-type: none">• Running• Training & Gym• Golf• Motorsport• Basketball• Football

Table 1: Nike's product