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**ENT600 - TECHNOLOGY ENTREPRENEURSHIP : PRODUCT ANALYSIS**

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## **EXECUTIVE SUMMARY**

This case project is to get a chance to doing a research about the manufacture a product that I am interest which is Cap from Reebok Brands, sport retailer. So as a student in UiTM Perlis, this project is part of my study.

Firstly, the first research from this project is about the general information regarding to the primary and secondary sources who act as a references to collect the data. So, based on this study,the objective is to figure the background, organizational structure, product, service, SWOT analysis either show the strength,weakness,opportunity and treat of the product that I am research for from Reebok Brand.

Based on the SWOT analysis, I figure that are many problems that come out regarding to this product. So, here the main problems that this product faces which is design and the colour of product is not suitable and have low interest to attract customer to buy it. Lastly, regarding to this study case, I will provide the best solution based on the main problem that this company face.

## **1.0 Introduction**

Based on the topic given, we are discussing about the background of the topic and the purpose of the study. There are also have a business and stories have been discuss in this topic.

Sport clothing and accessories is essential when its designed to ensure the individuals who wears its feel comforts without restricting the movement. So, one of the sport clothing is head wears which is cap. Cap is one of accessories that be use in sport. The cap wear is depend on their sport such as baseball, golf, lawnball and other sport needed who play under the sunshine. For example, Tiger wolf who are the golf player who wear the cap to help him to prevent eyes shaded from the sun and him also don't wan their head to overheat.

As a company who serve their customers a good qualities of sport retailers. Reebok Brand has develop varieties type of sport attire such as shirt, jersey, shoes, bags, and more. From previous years, this product did not popular as common product such as Adidas, Nike, Lotto and Puma. But nowadays this brand getting popular because they never stop to innovate their product to become better from before. So, Reebok also design a cap for their consumer. They are a lot of aspect they consider to this items depend on what their consumer required such as the materials, fabric and also the colour of cap.

### **1.1 Purpose of the study**

The purpose of this study to investigate the strength, weakness, opportunity, and also threat of the product that I choose. Based on the product, I analyse the several problem of the product and try to solve its with new ideas. For example, if the product have a lack at eyes of consumers, they must take action to improve the result.

### **1.2 Problem statement**

The problems that this brand need to handle is need to compete with other brand such as Adidas, Nike and other brand who produce the same product. There also provide a good quality and services. From this, they need to figure out the

### 2.5.2.1 Product

As for products, Reebok is the one of the world's most popular and well recognized sports brand. Reebok has known and presence all over the world because it produces and distributes sports products and accessories which is available for men, women and children. The product focuses on sports equipment, apparel and footwear.

- ✚ Apparel: Clothing has always been useful concept of keeping pace with fashion and sport. Reebok's luxurious fabrics and technology blend to provide the customer with maximum comfort. For children, Reebok Junior was established to provide designer clothing for children with style and movement and offers all sort of sports and accessories.

Reebok Classic provides two categories of apparel, footwear, and accessories that are classic and new classic which included:

1. For men: Plethora product (assembled tank, running shorts, sleek odour free T-shirt, jackets, polo shirts, and sportswear).
2. For women: Vests, shorts, T-shirts, training pants, sports tops and etc.

- ✚ Footwear: Reebok produces standard products of footwear such as:

1. Reetone (uses mobile air technology and only used for healthy people and cannot wear fitness shoes and wearing the power of shoes to help muscle tone and development).
2. Reegym (worn during training in the gym).
3. ReeZig (more durability and athletic ability).
4. ReeTrain (to help strength training of the body).

### 2.5.2.2 Price

Reebok keep low pricing strategy in their marketing, as demand begins to rise they shift to regular pricing policy. This shows that the brand always followed the market strategy of skimming system when the company introduced new products in the market, they set a high price for their premium products.

Reebok introduced the value-added pricing system as their consumers start trusting the brand which helps them to achieve fast revenue. Reebok also always