



اَوْنَبُوْرُ سَيِّدِيْ تِيْكَوْلُوْ رِيْجِيْنُ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

NordicTrack™

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : SPORT SCIENCE AND RECREATION
PROGRAMME : BACHELOR OF SPORT SCIENCE
SEMESTER : PART 5
NAME : MUHAMAD KHAIRUL IKHWAN BIN MOHD
ZUKI
MATRIC ID : 2020956101
GROUP : RSR2435A

LECTURER : DR. ATHIFAH NAJWANI HJ. SHAHIDAN
SUBMISSION DATE : 28TH APRIL 2021

ACKNOWLEDGEMENT

First and foremost, I give thanks to ALLAH S.W.T., the Almighty, for blessing me with the opportunity, ability, and strength to complete this assignment for ENT 600, Technology Entrepreneurship.

Though I am pleased with the outcome of this assignment, I would like to express my sincere gratitude to Dr. Athifah Najwani Hj Shahidan, my course lecturer, for providing me with excellent advice on that assignment through various consultations

I am grateful to my beloved family for their help, kindness, and hardships in educating and inspiring me toward success in order for me to have access. I would also like to express my heartfelt appreciation to those who assisted me in completing this task, both internally and externally. My heartfelt gratitude goes out to my work colleagues, who have helped and encouraged me to complete this task on time.

At last, I owe a debt of gratitude to a great many people who, whether knowingly or unknowing, assisted me in completing this case study.

TABLE OF CONTENT

TITLE	PAGE
Acknowledgement	2
Table of Content	3
Executive Summary	4
1. COMPANY INFORMATION	5 – 12
1.0 Background of Company	
1.1 Vision & Mission	
1.2 Organizational Structure	
1.3 Products/Services	
1.3.1 Product	
1.3.2 Service	
1.4 Business, Marketing, Operational Strategy	
1.4.1 Business Strategy	
1.4.2 Marketing Strategy	
1.4.3 Operational Strategy	
2. COMPANY ANALYSIS	13-15
2.0 SWOT Analysis	
3. FINDINGS AND DISCUSSION	17-18
3.0 Findings	
3.1 Discussions	
3.3 Alternative Solutions to these major problems	
4. RECOMMENDATIONS AND IMPROVEMENT	19
4.0 Alternative Solutions Choose to Be Adopted	
4.1 Justifications of Choice	
5. CONCLUSION	20
6. REFERENCES	21
7. APPENDICES	22

]

EXECUTIVE SUMMARY

This is an attempt to understand how the principle can be implemented in real-life scenarios. This is part of a study for us as sports science students to get more factual data on and company that manufactures sporting goods. As a result, I had the opportunity to discover NordicTrack, a sports retailer, which manufactures high-quality goods for customers interested in sports and recreational activities.

First and foremost, the company's general information 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 aim is to discover more about NordicTrack's background, organizational structure, goods, and services.

In this case study, I looked at the company's strengths, weaknesses, opportunities, and threats in the real world. Next, I analyzed NordicTrack's product, which is primarily a common technology used by the organization for its chosen product, which is the bikes (Commercial S15i Studio Cycle). Here, I will describe the issues with the bikes that have grabbed my attention. The issue with the bikes that I found is that they are very expensive and might be out of reach for some people. Next, the bikes are not as adaptable as other bikes; once you have placed one in a location, it's difficult to move it. Finally, since the bikes have so many features, they would almost certainly need an electric supply, creating a risk to the consumer while exercising on them. In this report, I will go into greater detail about the issues and explore possible solutions towards the problem.

1.3 Products/Services

TREADMILLS	
TYPE	Fitness Equipment
SERIES	Commercial Incline Treadmills <ul style="list-style-type: none"> • Commercial X22i (\$2,999) • Commercial X32i (\$3,799)
	Commercial Treadmills <ul style="list-style-type: none"> • Commercial 1750 (\$1,799) • Commercial 2450 (\$2,299) • Commercial 2950 (\$2,999)
	T-Series Treadmills <ul style="list-style-type: none"> • EXP 7i (\$1,099) • EXP 10i (\$1,599)
EXERCISE BIKES	
TYPE	Fitness Equipment
SERIES	Commercial Studio Cycles <ul style="list-style-type: none"> • Commercial S15i Studio Cycle (\$1,599) • Commercial S22i Studio Cycle (\$1,999)
	Recumbent Series Bikes <ul style="list-style-type: none"> • Commercial VR25 (\$1,499) • Commercial R35 (\$1,799)
	Upright Series Bikes <ul style="list-style-type: none"> • Commercial VU 19 (\$999) • Commercial VU 29 (\$1,299)
ELLIPTICALS	
TYPE	Fitness Equipment
SERIES	FreeStride Trainer Series Ellipticals <ul style="list-style-type: none"> • FS10i (\$2,499)