



PRODUCT ANALYSIS

WILSON SPORTING GOODS

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

STUDENT NAME : MUHAMAD NAJMI BIN ZULKEFLEE

STUDENT ID : 2020983241

GROUP : RSR2455A

FACULTY : FACULTY OF SPORT SCIENCE AND RECREATION

LECTURER NAME : DR. ATHIFAH NAJWANI HJ SHAHIDAN

SUBMISSION DATE : 28 APRIL 2021

TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	2
PURPOSE OF STUDY	2
1.0 BACKGROUND OF COMPANY	3
2.0 PRODUCT ANALYSIS	6
SWOT Analysis	
2.1 Strength	
2.2 Weakness	
2.3 Opportunities	
2.4 Threat	
3.0 DISCUSSION ON PROBLEM SOLUTIONS	10
4.0 RECOMMENDATION	10
Best Solution	
5.0 REFERENCES	11
6.0 APPENDICES	11

ACKNOWLEDGEMENT

Firstly, I would like to give an appreciation to our lecturer of the subject ENT600 Dr Athifah Najwani Binti Hj Shahidan for the valuable guidance and advice that she has given to complete our report. She is an inspired person for me to work in this report. Next, I would like to thank her for showing some example that is related to the topic of this report.

Other than that, an honourable mention goes to my family and friends for their understanding and supporting in completing this report. Without the help of the particular that mentioned above, I would face many difficulties and problems while doing this project. Next, I would apologize if there are any mistakes and weaknesses in this assignment. Finally, I would gladly accept any criticism and comments about this assignment. Thank you for your kind judgement and feedback on this work. I hope all the criteria for the assignment are fulfilled.

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 product analysis. So, for this purpose, I got the chance to research a global sport company manufactures a product that deeply interests, which is Wilson Sporting Goods.

First of all, the general information about the company has been collected. Information is gathered through the internet such as its official website. The objective of the analysis is to figure on the background of Wilson Sporting Goods. In this case study, I have analysed the strength, weaknesses, opportunities, and threats of the product made by the Wilson.

Here, I will be explaining the problems of the product that have grab my attention. The problem of the product that I discovered is the bag are heavy to carry which is difficulties for athletes. Next, is the bag has an expensive item to buy. And lastly, the colour of the bag developed by Wilson has made it easy to get dirty. In this study, I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems.

PURPOSE OF STUDY

The aim of this study is to examine the strength, weakness, opportunity, and threat of the product manufactured by the company. There were several problems regarding the product that I want to examine and the solution to it. We have the chance to see how and why the business adapts but still manages it. For example, if the organization has weak points, we might actually build and have the best solution for improved results. In addition, companies therefore need to recognize the opportunity to reach more customers and to resist any danger that may emerge in the sector.

2.0 PRODUCT ANALYSIS

Wilson Sporting Goods is a well known brands in sport industry. This company is very high committed in giving satisfying for all athlete in every sports field. One of the sport that they provide equipment is tennis.

Product : Wilson Super Tour 9 Pack Bag



Picture 1: Wilson Super Tour 9 Pack Bag

SWOT analysis

STRENGTH	WEAKNESS
<ol style="list-style-type: none">1. Easy to use.2. Large size and good features.3. Good looking design.	<ol style="list-style-type: none">1. Heavy to carry.2. Expensive.3. Easy to get dirty.
OPPORTUNITIES	THREAT
<ol style="list-style-type: none">1. Use by global professional athletes.2. Young generation choice3. Worldwide branches and many widen dealer.	<ol style="list-style-type: none">1. Existence of cheaper products.2. Strong competitors with high brand power.3. Pandemic Covid-19