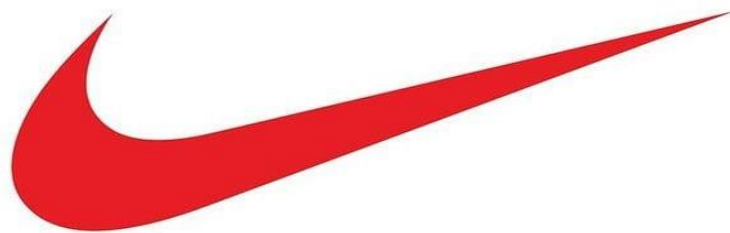




اُونِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



JUST DO IT.®

TECHNOLOGY INTREPRENUERSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY OF SPORT SCIENCE AND RECREATION
PROGRAMME : BACHELOR IN SPORT MANAGEMENT
SEMESTER : 5
PROJECT TITLE : NIKE (NikeGRIP Socks)
NAME : MUHAMAD SHAHRUL BIN AMRAN
STUDENT ID : 2020961183
LECTURER : DR ATHIFAH NAJWANI BINTI HJ SHAHIDAN

Table of Content

	PAGE
EXECUTIVE SUMMARY	i
1.0 INTRODUCTION	1
1.1 Background of study	1
1.2 Purpose Of Study	
1.3 Problem Statement	1
2.0 COMPANY INFORMATION	2
2.1 Background Of Company	2
2.2 Business, Marketing and Operational Strategy	3
2.3 Organizational structure	5
2.4 Product / Services	6
2.5 Technology	7
3.0 Company analysis	8
3.0.1SWOT analysis	8
4.0 Finding And Discussion	11
4.1 Finding	11
4.2 Discussion	12
5.0RECOMMENDATION AND IMPROVEMENT	14
6.0CONCLUSION	15
7.0REFERENCES	16
8.0 APPENDICES	17

EXECUTIVE SUMMARY

In this case study report, we have analysed the background company of Nike. Nike Company has been chosen because it is one of the biggest and well-known sport brands in the world. So, I have undergone the research on this company based on theories and needs of their customers. The method that contains in this report is based on analysis of Customers Trends Canvas marketing strategy, innovation of footwear type and also SWOT analysis. The strength and weakness of this company can be identified. By referring to this information, we develop based on society concerns on their problems. In this case, I have chosen one Nike product which is NikeGRIP socks as my subject to be innovated to become a better product that fulfil customer satisfaction and solve the problems that they faced when wear this product.

By observing the result of data and finding that has been done, it shows that this NikeGRIP socks have a few problems and negative feedback from their customers which when feel the discomfort and affected some part of their body especially ankle. Therefore, to overcome such problems, I have recommended few innovations for this sock to compete in the market. This new innovation will be able to satisfy the human need in protecting their foot from the risk of injury. Apart from that, the additional features will be able to reducing their daily life problems.

INTRODUCTION

1.1 Background of Study

The following case study is about Nike, Inc which is one of the famous sports product company in the world. This company sells various types of sports apparels and product that commonly used in various sports games and also for lifestyles. The purpose of the case study is to analyse the objectives and strategies used by Nike, Inc Company, SWOT analysing about one of their products that is NikeGRIP Unisex Socks, discussing major issues that the company is facing and come out with solutions for each of the problems and a recommendation about the best alternative to be chosen.

1.2 Purpose of study

The purpose of this case study is to identify, analyse and investigate the company-based product, the problems of the product and proposed solutions to solve the problems. By doing so, I as a researcher can study opportunities to improve existing products for new advances to see if new products can be commercialized or not.

1.3 Problem Statement

NIKE, Inc is a company that produce various types of sports and lifestyle apparels. Some of the sports apparel comes with modern signature that used latest technology to produce it in order to fulfil the satisfaction of the users. People tend to buy their products because of their quality and commercial value since its can be used in any activity either for sports or to face everyday lifestyles. NikeGRIP Unisex Socks is one of the products produce by this company. This sock helps users to cover their ankle and some part of calf when having a sports activity or doing their daily lifestyle routine. This sock is really comfortable and protective as it's made from the quality material.

However, there are several problems that users will face when using this type of socks firstly when people use this sock for sports that extreme such as football, futsal or hiking it may slip during running and do not have enough grip to hold the feet when running or hiking. Next problem, the socks less proactive at helping its users in recovery session or rehabilitation.

1.3 Product/Services

 <p>NikeGrip Socks</p>   	<p>NikeGrip Socks</p>	<ul style="list-style-type: none">• Brand new product that produce in years 2016• Colour: White, black, red, Orange, blue.• Material: 54% Polyester, 31% Polyamide, 15% Cotton• Swoosh design trademark at calf• Machine wash• Multiple size
---	------------------------------	---