



COMPANY ANALYSIS

PUMA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

**FACULTY AND PROGRAMME: FACULTY OF SPORTS SCIENCE AND
RECREATION (SR243)**

SEMESTER: 5 (RSR2435A)

PROJECT TITLE: CASE STUDY OF PUMA GROUP

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ACKNOWLEDGEMENT

First, praises and blessings to Allah, the Almighty, through His gifts of blessing for the task to be done completely and successfully. To be prepared for my task, I have undergone many challenges such as findings some valid information and have done more research about this case study.

Though I was very happy with the completion of this assignment, I just want to express my thankful feeling to my course ENT 600 lecturer, Dr. Athifah Najwani Hj Shahidan, for providing me excellent advice upon that assignment in the form of various consultations. I would still like to sincerely thank Dr. Athifah, which guide me and my classmates thorough overview of the subjects, and who guided me in Technology Entrepreneurship course. I also want to extend my sincere gratitude to those that have helped me, internally and externally to compose this assignment.

I am most thankful to my beloved family for their support, compassion, and hardships in educating and empowering myself towards the success. A sincere appreciation gets into my colleagues which support and encourage me through appropriately to complete this case study assignment. A big thanks to my colleagues, through the offered of useful suggestions regarding my assignment, which encouraged myself to enhance the quality of such assignment.

EXECUTIVE SUMMARY

As a student in UiTM Perlis, it is a part of a study for everyone to undergo a case study project and take ENT600 course. So, for this purpose, I got the chance to research a corporate entity that manufactures a product that attract us, which is Puma, a sports good supplier and retailer.

First, 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 which is company information, background information and background history, organizational structure, products, and services that Puma provides.

In this case study, I have analyzed the strength, weaknesses, opportunities, and threats of this company in the real business world by using SWOT analysis. Next, I studied regarding the product manufactured by Puma, which is primarily a technology utilized by the company for its selected product that we have chosen which is their running shoes. Here, I will explain the problems of the shoes that have grab my attention. The problem of the shoe I discovered is the shoes are stiffness which makes difficulties for runners. Next, is the shoe with high arch which is not suitable for runners. And lastly, the less brand value shoes developed by Puma has made it difficult for those who have wide feet to wear it. In this study, I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems.

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2.3 PRODUCTS/ SERVICES

2.3.1 Product

PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. For more than 70 years, we draw strength and credibility from our heritage in sports. PUMA Malaysia offers many type of sports attire and equipment. There are 18 stores in whole Malaysia where it is on the most visited places like Queensbay in Penang and KLIA in Kuala Lumpur There are too many types of shoes that are available in their stores. These shoes however are priced differently according to its features. Beside shoes, there are other product like football boots, cricket bat, tennis racquet and many more

2.3.2 Services

- Shipping and Delivery

This service is provided for all around Malaysia. All that is left to do now is to wait for your parcel to arrive at your doorstep. This service you can apply either in the official