



COMPANY ANALYSIS

UNDER ARMOUR GROUP

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EXECUTIVE SUMMARY

This is an attempt to hold 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 case study project. So, for this purpose, I got the chance to research a corporate entity that makes a product that deeply interests us, which is Under Armour Group, a sports retailer.

Above all else, the overall data in regards to the corporate has been gathered. Data is assembled through the essential and auxiliary source. In the second piece of the report contains the particular subject examinations. The goal of the undertaking is to figure on the foundation, hierarchical construction, items and administrations that Under Armour provides.

In this case study, I have analysed 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 Under Armour, which is mainly a standard technology utilized by the company for its selected product that I have chosen which is their training shoes. Here, I will clarify the issues of the shoes that have caught my eye. The problem of the shoes that I discovered is the shoes cannot be used as running shoes. Next, is the shoes will be uncomfortable for the people with low and high arch foot. And lastly, the training shoes cannot be used as walking shoes. In this study, I will be explaining deeper regarding the problems and I would also be discussing the alternative resolutions towards the problems.

2.3 Products/ Services

Tops	
Short sleeves 	Hoodies & Sweatshirts 
Bottoms	
Shorts 	Pants & Leggings 
Shoes	
Running Shoes 	Football Boots 
Rugby Boots 	Basketball Shoes 
Sandals & Shoes 	Training Shoes 