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UNIVERSITI
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**COMPANY ANALYSIS
MIZUNO CORPORATION**

TECHNOLOGY ENTERPRENUERSHIP (ENT 600): CASE STUDY

**FACULTY AND PROGRAMME: FACULTY OF SPORT SCIENCE AND
RECREATION**

SEMESTER: 5 (RSR2455A)

PROJECT TITLE: CASE STUDY OF MIZUNO CORPORATION

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EXECUTIVE SUMMARY

This topic discussing about the background and motivation behind conducting the study and the purpose of the study. The business problem and the theories of the study also been describing upon this topic.

Running pants has been developed for centuries. Since past few decades, running pants design and quality has changed in order to bring comfort to all runners in the world. Various style and type of fabric has been released according to the trend to make sure that people will buy and wear it comfortably. For example, some brands bring out running pants that is breathable, lightweight and polyester is the most common fabric in running pants either running shorts or a long running pants.

Mizuno Corporation as sports equipment company has developed variety type of running pants with different type of quality with different prices. This is to ensure that Mizuno can compete with other competitors like Under Armour and New Balance. Developing a high-quality running pants seem easy, but it needs many aspects to focus on so that the quality is suitable for costumer especially for elite runners. The aspect that needs to be considered are like fabric type, design and the colourway of the pants. So, each of the aspect are very important in developing a high-quality running pants.

COMPANY INFORMATION

Company Name	Mizuno Corporation
Founded	1 April 1906
Industry	Sports equipment
Product	Clothing, Sportswear, Footwear
Head Office	Osaka Head Office – 1-12-35 Nanko Kita, Suminoe-ku, Osaka, Japan Tokyo Head Office – 3-22 Kanda Ogawa-machi, Chiyoda-ku, Tokyo, Japan
President	Akito Mizuno
Website	Mizuno.com

Table 1. Mizuno Company Information

Organizational structure



Figure 1. Mizuno Board of Directors

Product/ Services

Product/ Services description	
Product name	Men Breath Thermo® Tight
Important product characteristic	Thermal fabric technology that uses escaping body vapor to generate heat
Sports practice	<ul style="list-style-type: none"> • Running • Training
Price product	RM 328.99
Special distribution control	<ul style="list-style-type: none"> • Store • International shipping/ delivery

Table 2. Product/ Service Description