



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



**COMPANY ANALYSIS
MIZUNO GROUP**

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

FACULTY	: SPORTS SCIENCE AND RECREATION
PROGRAMME	: BACHELOR OF SPORTS SCIENCE
GROUP / SEMESTER	: RSR 2435B / SEM 5
PROJECT TITLE	:
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SUBMISSION DATE	: 28TH APRIL 2021

ACKNOWLEDGEMENT

First and foremost, praise and blessings to Allah, the Almighty, for completing the mission completely and effectively by His gifts of blessing. To be prepared for my mission, all I had to do was consider using the knowledge and assistance of a few important contributors who deserved my heartfelt gratitude.

Though I am pleased with the outcome of this assignment, I would like to express my sincere gratitude to Dr. Athifah Najwani Hj Shahidan, my course instructor, for providing me with excellent advice on that assignment through various consultations. I'd like to express my gratitude to Dr. Athifah, who is my mentor and provided me with a detailed overview of the subjects as well as guidance in Technology Entrepreneurship.

Finally, an honourable mention goes to all friends in the group for their understandings and supports in completing this project. Without workgroup of the particular that mentioned above, we would face many difficulties while doing this project. Once again, thank you very much, may Allah SWT bless you all.

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EXECUTIVE SUMMARY

This is an attempt to understand how the ideas can be applied to a practical situation. Every student at UiTM Perlis is required to complete a case study project as part of their studies. So, for this reason, I had the opportunity to study Mizuno Group, a sports retailer that manufactures a product that we are passionate about.

First and foremost, the company's general information has been gathered. Main and secondary sources are used to collect information. The advanced topic studies are included in the report's second section. The project's goal is to learn more about Mizuno's context, organizational structure, products, and services.

In this case study, I used SWOT analysis to examine the company's strengths, weaknesses, opportunities, and threats in the real world. Next, I studied regarding the product manufactured by Mizuno, which is primarily a standard technology utilized by the company for its selected product that we have chosen which is their training mid socks.. Here, I will be explaining the problems of the socks that have grab my attention.

The problem of the socks that I discovered the product price are slightly higher than their competitors. Next, is the socks is not very stretchy. And lastly, the design of the Mizuno socks is simple and similar with the other brand. In this study, I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems.

1.3 Vision and Mission

Mission Statement

“Contributing to society through the advancement of sporting goods and the promotion of sports.”

Vision Statement

“We will continue to making people around the world happy through the power of sports.”

Values

- Creating a new 100 year brand
- Realization as a global company
- Cultivating an employee friendly culture

1.4 Products/Services

1.4.1 Products

Mizuno offers a lot of product related to sports need such as sportswear and equipment. This also include clothing and footwear. There are over 10 type of sports gear and apparel offered by Mizuno with different type of technology used. Mizuno also have their focused sport products which is baseball and golf. Other than that, rather than focusing on professional sports, Mizuno also create their products for leisure sport. This make Mizuno’s product suitable for beginner and high performance athlete. List below shows the sports equipment and gear covered by Mizuno which shows that the company is a one stop center for most sports:

1. Golf	2. Swimming
3. Tennis	4. Cycling
5. Baseball	6. Judo
7. Volleyball	8. Table Tennis
9. Football	10. Badminton
11. Running	12. Boxing
13. Rugby	14. Athletics
15. Skiing	

Table 1. Products of Mizuno