



ENT600 TECHNOLOGY ENTREPRENEURSHIP CASE STUDY

PRODUCT ANALYSIS OF UNDER ARMOUR

BAG PACK



UNDER ARMOUR

FACULTY / PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION

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EXECUTIVE SUMMARY

This is an initiative how the theories can be developed to a practical session. As the student of Uitm Perlis, this subject will be learned by everyone to undergo a case study project. By learning this subject, I got a chance to explore more about company that produce sport product which is Under Armour

First of all, all the general information regarding to this company has been collected by surfing their websites. This is because according to our situation with the covid19 pandemic, we cannot do an interview session face to face for get the information about the company. In the second part of this report contains the specialized subject studies. The objective of this project is to figure out the background, organizational structure, products, and services at Under Armour.

In this case study, I use SWOT analysis to analyse the strength, weakness, opportunities, and opportunities of the product. Next, I study about the product manufactured by Under Armour which is primarily a standard technology. The product that I do analysis is the bag pack. Here I will explaining the problems that have in this bag pack product. The problem that I have discovered is mostly the bag pack product are non-waterproof. This bag pack also doesn't have any technology that can help the user to easier their usage. Other than that, there are a limited space to put many things because of the not enough compartment provided. In this study, I will explaining more deeper about the problems and I would suggest the alternative to solve this problem.

2.0 COMPANY INFORMATION



2.1 Company Background

Name of Company	UNDER ARMOUR, INC.
Founded	25 September 1996
Founder	Kevin A. Plank
Business Address	<p>Headquarters: Ivory Building 1020 Hull Street, Suite 300 Baltimore, MD 21230 United States</p> <p>Southeast Asia Branch Main Office: Under Armour Sports Southeast Asia Pte Ltd Suntec Tower ONE 7 Temasek Blvd, #25-01 Singapore 038986</p> <p>Malaysia Branch: Kuala Lumpur:</p> <ul style="list-style-type: none">• Suria KLCC, Lot 335 3rd Floor Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, 50088 Kuala Lumpur• Mid Valley Megamall, G-012, Ground Floor, Mid Valley City, 58000 Kuala Lumpur• Level 5, Lot 5.02.00 & 5.03.00, 168, Bukit Bintang St, Bukit Bintang, 55100 Kuala Lumpur• Under Armour Sunway Velocity Mall, G-43 ground Floor, Sunway Velocity Mall, Lingkaran SV, Sunway Velocity, Jln Cheras, 55100 Kuala Lumpur <p>Putrajaya:</p> <ul style="list-style-type: none">• G-57A, IOI City Mall, IOI Resort, 62502 Putrajaya <p>Selangor:</p>

3.0 PRODUCT ANALYSIS

3.1 SWOT Analysis

The SWOT Analysis shows the strength, weakness, opportunity and threats of Under Armour’s bag pack.

INTERNAL FACTORS	STRENGTHS	WEAKNESSES
	<ul style="list-style-type: none"> · Selling product directly to customers · Higher responsive to customer demands · Suitable for people that like to travel 	<ul style="list-style-type: none"> · The beg are easy to wet because of the materials are not water proof. · Don't have convenience technology that can help the user. · Limited stock for our product.
EXTERNAL FACTORS	OPPORTUNITIES	THREATS
	<ul style="list-style-type: none"> · Constant innovation that can extend our product line to increase the benefits offered and attract more consumers. · Meet customers' needs · Tapping online shopping can be a big boost for Under Armour 	<ul style="list-style-type: none"> · Competitors like Adidas and Nike have high brand recognition and recall with high customer base globally which is a major threat for Under Armour. · Supplier dependants · Global market fluctuation

Table 3: SWOT Analysis of Under Armour’ bag pack