



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600 TECHNOLOGY ENTREPRENEURSHIP

CASE STUDY

PRODUCT ANALYSIS OF MIZUNO



**FACULTY / PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION
BACHELOR OF HEALTH AND FITNESS (HONS)**

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EXECUTIVE SUMMARY

This is an endeavour to grasp 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 manufactures a product that deeply interests us, which is Mizuno Co. & Ltd, a sports brand.

First of all, 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, organizational structure, products and services that Mizuno 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 Mizuno, which is primarily a standard technology utilized by the company for its selected product that we have chosen which is their volleyball shoes. Here, I will be explaining the problems of the shoes that have grab my attention.

The problem of the shoes that I discovered is the shoes are instable which makes difficulties for volleyball players. Next, is the shoes has a high arch which is not suitable for the players. And lastly, the narrowed shoes developed by Mizuno 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.

2.3 Products/Services

Products

Mizuno's products are:

- Baseball
- Golf
- Running
- Football
- Volleyball
- Trekking
- Rugby
- Table tennis
- Handball
- Judo

Baseball

35 years ago, Mizuno brought their workshop car to start full-scale sales promotion activities in the home of baseball; the United States. They expanded our business and established their presence in the United States. Mizuno continues to attract interest and develop their sales with the release of a baseball glove for the lowest retail price. The glove comes with a free repair service. They also opened their very first baseball workshop at Denver, Colorado in collaboration with their valued customers.

Golf

Craftsmanship and technology are combined together in Mizuno's golf clubs which support the professional players' activities. Five models of Mizuno's iron clubs won golds in the iron club category of a golf club award competition; "2013 Hot List" hosted by an American magazine, "Golf Digest". Mizuno's iron clubs won the highest number of awards in the category among the entire manufacturers. Mizuno's Sales deploys its unique custom fitting technology; "Mizuno Performance Fitting System" globally. This system enables more precise and speedier club fitting. Our golf clubs are manufactured based on individual needs, and highly valued by golfers all over the world.