



اَوَيْتُ سَيِّدِي تَيْكُوْنُو لِيْ فَاْرَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **COMPANY ANALYSIS**

### **MIZUNO GROUP**

#### **TECHNOLOGY ENTREPRENEURSHIP (ENT 600) : CASE STUDY**

<b>FACULTY</b>	<b>: SPORTS SCIENCE AND RECREATION</b>
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## **EXECUTIVE SUMMARY**

The following is a case study as the demand of this course which is compulsory to be produced. After a discussion session with the lecturer and classmate, I have given opportunity to do a research of a product from a well-known sport's brand which is Mizuno Group.

At the first phase of the research, the company background have been gathered. This including organizational structure, product and services that Mizuno offers. Mizuno have more than two type of technology and their specialty is their craftsmanship in sports.

On the sequences of the study, I have a big interest in a product from Mizuno which is Mizuno's Bottle Pouch for running. I have analysed the product using SWOT analysis determining the strength, weakness, opportunity, and the threats. I will briefly explain what I have found during the research and studies. The problems I found about the product is that the compartment of the bottle is not suitable for various type of bottle. Other than that, the Velcro tape can get furry after a long time use and lastly the design is not suitable for kids. However I found the first problem is the major problem because the main purpose of this bag is to hold a bottle without slipping out from the compartment.

At the end of the study, I came out with three solutions and selected the best solution which is to add features at the compartment and added other element to enhance the interest of the consumer. At the bottom of the content I put the details of the solution and the design.

### 1.3 Products/Services

#### 1.3.1 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. In this study I will be focusing on Mizuno's bottle pouch for running. 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. List of the sports covered by Mizuno