



**COMPANY ANALYSIS
UMBRO GROUP**

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

As a student at UiTM Perlis, everyone is required to complete a case study project as part of their study. So, for this reason, I was given the opportunity to do research on Umbro, a supplier of sports equipment, which manufactures products that we are very interested in.

First and foremost, general organizational knowledge has also been gathered. There are also primary and secondary sources used in this study to gather more information. Research on this topic will continue until the second part of the report. In addition, the main goal of this project is to learn about the context, organizational structure, goods, and services that Umbro offers.

Finally, in this case study, I have used SWOT analysis to evaluate this product in terms of strengths, weaknesses, opportunities and threats found in this company in the market world. After I researched this product, I found that there are some problems with this water bottle product. In addition, the product also has local counterfeit goods that could affect Umbro's profit margins. The material used to make this bottle is of hard plastic and is easy to crack and break when dropped and so on. I will discuss and elaborate in more detail on the problems encountered and will find alternative solutions to overcome those problems.

2.1 SWOT Analysis

The SWOT Analysis shows the strength, weakness, opportunity and threats of Umbro's sport bottle.

Strength	Weakness
<ol style="list-style-type: none">1. Affordable price2. Excellent quality3. Light to carry	<ol style="list-style-type: none">1. Easy to crack material2. Small surfaces are difficult to wash3. Less strong grip when held
Opportunity	Threat
<ol style="list-style-type: none">1. Meet customers' needs at all times2. Widen market and stores in Malaysia3. Product sales are sold to all customers not only to sports enthusiasts	<ol style="list-style-type: none">1. The existence of counterfeit products2. High competition among other brands3. Volatile prices in the market

Table 2: SWOT Analysis