



COMPANY ANALYSIS

ADIDAS

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

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TITLE : CAP WITH VIRTUAL ASSISTANT

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EXECUTIVE SUMMARY

A case study regarding the chosen product must be written in order to fulfil the subject requirement. A cap is a type of headwear that covers the head and have a variety of styles. The chosen product is a cap that has a virtual assistant and can be utilised with voice assistants like Siri, Google and Alexa. The cap will be created to turn an existing product which is from normal cap into a technology device cap by including Artificial Intelligence (AI) elements. Any relevant technology that can transform the current product into a new product must be included in the chosen product. People can view exactly what happened due to technological advancements, giving sports activities as a new perspective. With technology, it can increase the precision of athletic performance time measures and provide better experience. The complicated process of designing the product, the marketing strategy that will affect the product and the high cost of the designed product are the problems that has been discussed in this case study. The products should be introduced to the general public more widely so that they can become well known throughout the country and world. To gain public attention, the commercialization approach must be stunning and engaging to buyers. It is crucial to know the target audience in order for the product to be well received. Get feedback from them and make improvements based on their needs to create the new product. All of the problems stated are supported by solutions to ensure that no more problems emerge in the future. Expectations and requirements from customers must be considered when producing a new product. Lastly, the product will be one of the products that provides customers with a valuable output.

2.3 Product

Adidas has the most up to date product among the other merchandise. All of their products are available in their outlets and online around the world. Adidas carries all of the company's products to meet the demands of its clients. Adidas sells products such as clothes, footwear, sportswear, sports equipment, accessories, toiletries and more. The list of Adidas products are shown in Table 2.1.

Table 2.1 Products of Adidas

Product/Image	Description
<p>a) Footwear</p> 	<p>Adidas produces variety of running, training and leisure shoes such as the energy boost and spring blade trainers. Slide sandals also available in Adidas. Adidas skating creates skateboarding specific shoes, as well as redesigns of earlier skateboarding styles. Signature versions made by team riders are also released by the brand.</p>
<p>b) Apparel and Sportswear</p> 	<p>Adidas provides a variety of apparel items, including men's and women's t-shirts, jackets, hoodies, jeans, leggings and sportswear jersey.</p>
<p>c) Accessories</p> 	<p>Adidas creates mobile phone accessories, watches, eyewear, purses, socks and caps. Besides, Adidas announced the release of a new Fit Smart wristband. The wristband will combine with Adidas' mi Coach app which serves as a personal trainer.</p>
<p>d) Sport Equipment</p> 	<p>Sport equipment from Adidas comprises footwear, shirts, shorts, pants, outerwear (wind suits), base layer, glove and eyewear. There are also baseball and golf equipment provided in Adidas.</p>