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**COMPANY ANALYSIS
OSPREY PACKS, INC.**

ENT 600

TECHNOLOGY ENTREPRENEURSHIP

CASE STUDY

FACULTY & PROGRAMME	: FACULTY OF APPLIED SCIENCES BACHELOR IN CHEMISTRY AND MANAGEMENT (AS222)
SEMESTER	: RAS2222B
PROJECT TITLE	: OSPREY HIKING HYDRATION BACKPACKS
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DATE OF SUBMISSION : 15th November 2020

ACKNOWLEDGEMENT

In the name of Allah, the Most Beneficent and the Most Merciful.

All praises are attributed to Almighty Allah whose blessings enabled us to complete this case study of ENT 600, Technology of Entrepreneurship. Countless salutations be upon the Holy Prophet Muhammad ﷺ who ordained every Muslim to yearn for knowledge from cradle to grave.

In performing our assignment, I had to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives us much pleasure. I would like to show our gratitude to Dr. Nursyamilah Annuar for giving us a good guideline for assignment throughout numerous consultations. It has been a great honor to have him as my lecturer.

I was also deeply indebted to my family members for the continues love and encouragement. I have received so much personal support and it would not be possible to write this Business Plan without the support from them.

I would also like to thank all my beloved friends for listening, offering advices, and supporting me through this entire process. There are no proper words to convey my gratefulness to them.

Lastly, my deepest gratitude to all those who have directly and indirectly guided me in writing this assignment and I came to know and experience about so many new things that really help me to be a successful entrepreneur for the future.

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EXECUTIVE SUMMARY

This case study assignment was commissioned to examine how a company managed to design, manufactures and markets their products. The company that I had chosen to investigate more details on is Osprey, a well-known brand of backpacks. It is certainly recognized as one of the best cardiovascular exercises when it comes to hiking, where it can strengthen muscle control, solid bones and improved coordination. In addition, hiking is not only limited to the benefits of exercise, but also improves a healthy mental outlook and relieves tension. Thus, choosing the best backpack is very crucial to all hikers. One of the backpack that catches my eyes is Osprey Kestrel 48. This is one of the backpack that is produced by Osprey Company, one of the famous backpacks distributor. Even though it holds a lot of advantages, there are also some other disadvantages that need to be modify in order for it to be the best choice of hiking backpack. The first problem rises are the mesh pockets were too small, not great for bottles and easy to tear off. Second, the fabric not completely waterproof, which means it cannot withstand heavy rainfall. Third, the weight of the pack is too heavy, especially for intense climbs or longer hikes. Lastly, lack of safety hazard drawstring such as no reflective materials added for the safety at night. To recap, we need to produce more advanced hiking backpack that include newest technology to resolve the needs of hiker's enthusiasts.

2.3 Product



Figure 1: Osprey Kestrel 48

Osprey is widely known for producing high quality, durable and versatile backpacks of all sizes for, hiking, backpacking, mountaineering, climbing, travelling, biking, running and even for everyday use as well. They also provide kid's backpack to inspire young people enjoy and experiencing the outdoors. In addition, Osprey's accessory line offers a complete package of rain covers, camera cases, add-on pockets, organizers, and dry sacks (Travel Gear Zone Editorial Team, 2020). The product that will be analyze is Osprey Kestrel 48.

2.4 Business, Marketing and Operational Strategy

2.4.1 Business

Business Type: Manufacturing Company

2.4.2 Marketing Strategy

Target Market:

- Young people/teenagers
- Adults

Osprey has expanded their business to several countries to maintain new, fresh ideas into developing more advanced products. Their products are imported to more than 65 countries all around the world.