



اَوْنِيُوْا سِيْتِيْ بِاَتِيْكَوْا لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **COMPANY ANALYSIS**

**ADIDAS AG COMPANY**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY & PROGRAMME: FACULTY OF APPLIED SCIENCE & AS201**

**SEMESTER: 3**

**PROJECT TITLE: SPORT SHOES**

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## EXECUTIVE SUMMARY

The case study assignment was a task for analyze the company about their progress of the company's manufacturing and the trade of the products around the globe. Adidas AG company is one of the companies that I choose to explore more on it. Adidas AG company mostly produce their unique products such as accessories, sportswear, apparel, or clothing and more. I choose one of their products, which is shoes. The main reason I choose shoes as analysis products because most of the people wear shoes for traveling or doing sports stuff anywhere where they can. Not only that, but shoes are also trending nowadays for millennial kids mainly for teenagers. However, there are complications which the shoes are less attracted from the consumers. One of the causes is the design of the shoes is plain and only covered up with white color. The shoes are unstable which some of the runners are hardly to keep up their pace when they are running or jogging in places. Besides that, the shoes are lack of friction which the sole shoe's grip are less and the material that they used easily to slip over the wet, damp ground. Finally, the material of the shoes is not water resistance, hence it makes the weight of the shoes are heavy, hardly to dry-off, easily get stain and not dust-free. To sum up the findings, we need to upgrade and renew the product well so the product that I choose will be in good quality and it brings the increasing of marketing in the company.

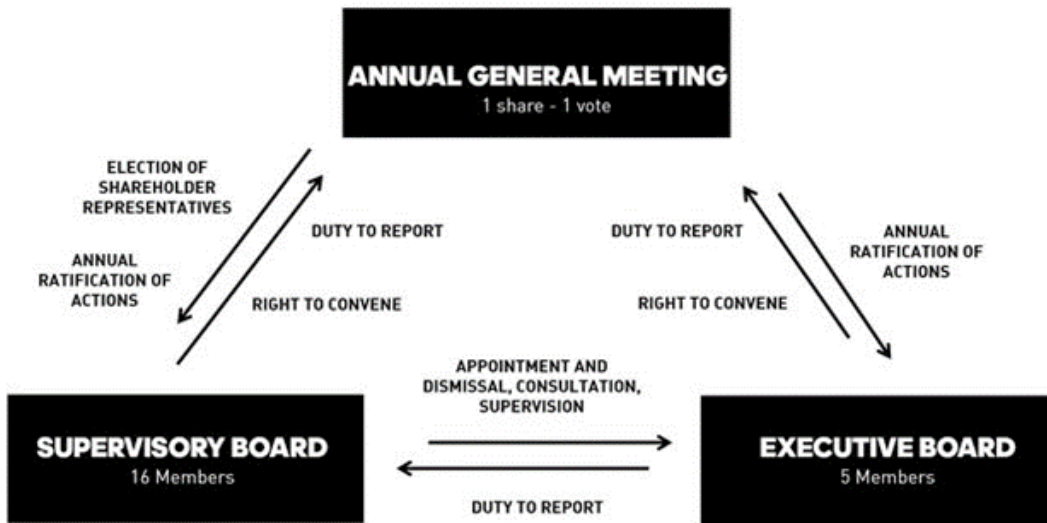


Figure 4.0 Progress of Organizational in Company



Figure 5.0 Adidas AG's products