



اَبُو سَيِّدِي تَيْكُو لِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

GRANITE GEAR

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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PROJECT TITLE : COMPANY ANALYSIS OF GRANITE GEAR

NAME : NUR FALAH BINTI SHAHRIL

MATRIC NUMBER : 2019405318

LECTURER : DR NURSYAMILAH ANNUAR

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May God shower the above cited personalities with success and honor in their life.

EXECUTIVE SUMMARY

This project was aimed to analysis a specific or chosen product to improve the quality of the product and also to understand any relatable theory that related to innovation product. This project stated out with a though. The though was that in today, people tend to love or used backpack that have safety traits. My goal was to create a backpack system that allows for accessible, convenient, attractive, has high durability and safety traits. Cross Trek 2 -36- Liter Travel backpack has the ultralight multi-day pack knowledge into a day hiking backpack. This backpack ready to carry all need for the day, with added volume in the external stretch woven side pockets and large front with an overlapping cord system. Even though, this backpack has a lot of advantages, there are some disadvantages that need to be improved. First of all, the backpack doesn't have ability to float. Besides that, the color of the backpack is less attractive and not that stylish. Lastly, the zippers being used are normal zipper and the backpack is not accessible.

When designing the backpack, I had two goal in mind which are safety and stylish. The safety aspect from the innovation is the backpack able to float and has high durability in term of the zippers. The style aspect of the backpack should be attractive in term of the color. The material of the backpack from reflective material which is so attractive to use and very stylish to use and the backpack easy to access. I believe that this enhances the style and creates a backpack that both desirable and convenient.

2.2 Organizational Structure

Please refer at appendices

2.3 Products/ Services

Model: **CROWN2 38**

Weight: 2.1lbs

Load Comfort Range: 35lbs

Prize: \$99.95



Figure 3: CROWN2 38

Model: **DAGGER**

Weight :1.5lbs

Load Comfort Range: 1.5lbs

Price: \$99.95



Figure 4: DAGGER

Model: **SCURRY**

Weight: 1.1lb.

Load Comfort Range: 20lbs

Price: \$84.95



Figure 5: SCURRY

Model: **CROWN2 60**

Weight: 2.251lbs

Load Comfort Range: 31lbs

Price: \$199.95



Figure 6: Crown2 60

Model: **SAWBILL 20**

Weight: 0.375lbs

Load Comfort Range: 1.51lbs

Price: \$43.95



Figure 7 :SAWBILL 20