



COMPANY ANALYSIS

GREGORY MOUNTAIN PRODUCT

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This case study was commissioned to analyze one of the hiking backpack by Gregory Mountain Products which is Gregory Stout 65L via SWOT analysis. The focused were set on the weaknesses as the findings in that were used for an improvement of the pack.

Result of data analyzed show that the problem of this pack are inefficient suspension system, do not have the best materials used for its pack body and back padded foam. Moreover, the limited access to the opening of the bag had appeared to be troublesome for some people for a quick and efficient access. The last problem is the small size of hip belt pocket.

The discussion provides several alternative solutions for each problem arise. As for a more effective suspension system, Auto Angle Adjust (A3) technology, bigger hip belt and hip belt that can rotate are the methods because all of it can distribute the loads better. The suggestion for material of pack body are based on the most materials used for hiking bags such as Robic, CrytoRip and Cordure nylon. The other types is Dyneema fabrics. Therefore several ways to improve the limitation of access to the opening like J-shaped zip or U-shaped zip and increase in the number of compartments are highlighted. The foam for back padded can either be closed cell foam, EVA foam and tensioned mesh system. As for the hip belt pocket, new structure of hip belt or built a removable hip belt.

It is recommended that Gregory used Auto Angle Adjust (A3) technology which is the latest suspension system develop by them. Besides, Dyneema fabrics that can be found in most top hiking bag was suggest to made up the pack's body because of the durability and other factors. While, for back padded foam, EVA foam can be used because it is well ventilated and prevent certain skin issue. The other recommendation given is used a U-shaped zip and addition of compartment as it will facilitate access of stuff everywhere. Last but not least, improvement for the pack by replaced the normal hip belt pocket to the removable hip belt so the user have an option according to situation.

The report finds the packs have several weaknesses that might affect the attractions of customer toward this pack. However, the recommendation had been done according to opportunities that this pack have and can be applied to improve the quality of the product or even a development of new products. The major areas of weakness require further actions to make a better hiking backpack for customers

2.3 Products/Services

Gregory Mountain Product only focused on created packs. Their philosophy which is “Great packs should be worn not carried” made them create and able to offer the most comfortable and reliable packs in the worlds. Gregory products can be classified into 5 category which are backpacking, day, hydration, travel and urban commuter packs while the other one is travel rollers. Besides, they also offer the services to repair their packs as all of their products have lifetime warranty.

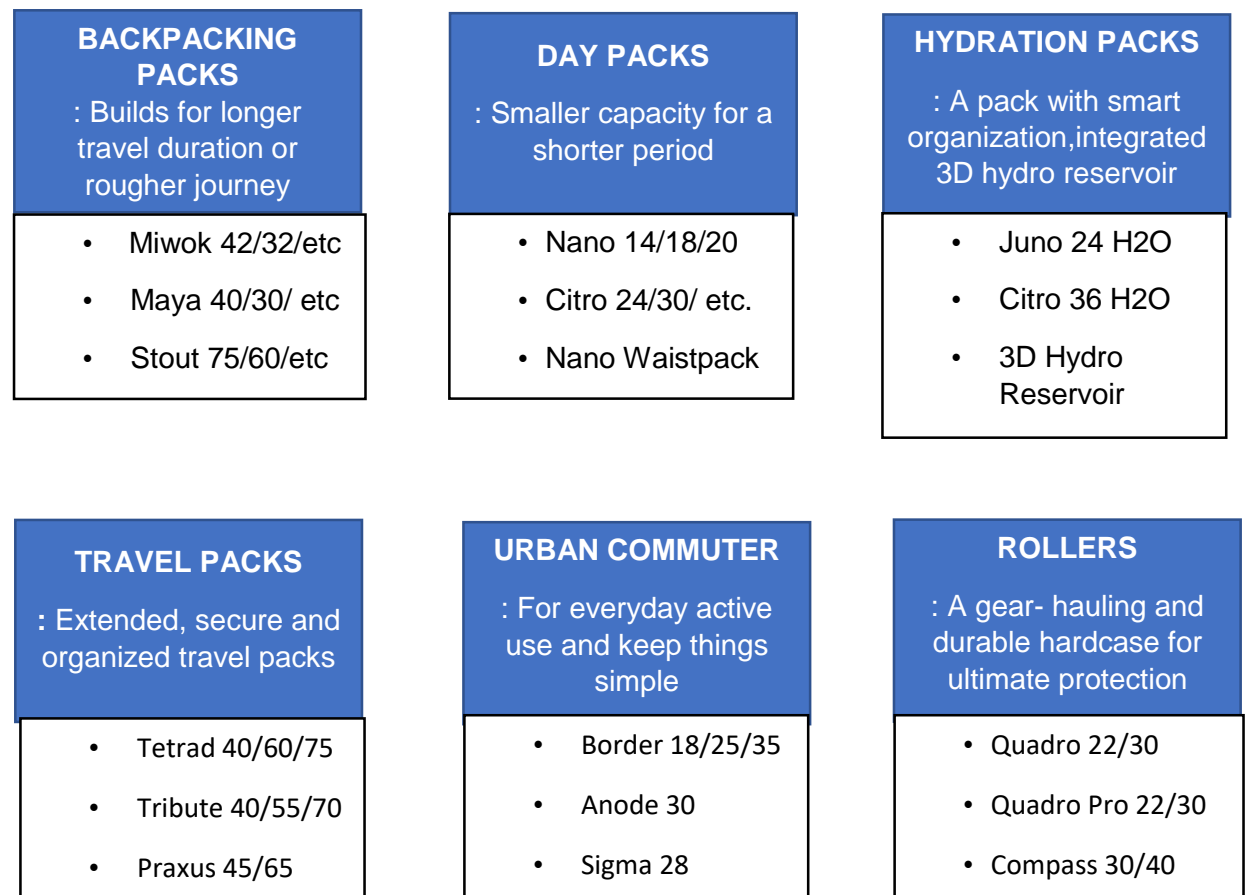


Figure 2.3: Product category and line by Gregory