



اَبُو سَيِّدِي تَيْكُو لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



UNIVERSITI TEKNOLOGI MARA (UiTM) PERLIS BRANCH

BACHELOR IN SPORTS MANAGEMENT (HONS) – SR 241

PRODUCT ANALYSIS: NIKE, Inc

CASE STUDY

TECHNOLOGY ENTREPRENEUR (ENT600)

RSR2415A

PREPARED BY:

ABDUL RAHMAN BIN MAT KUDIN (2019462188)

PREPARED FOR:

DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

## TABLE OF CONTENT

<b>ITEM</b>	<b>PAGE NUMBER</b>
<b>EXECUTIVE SUMMARY</b>	<b>2</b>
<b>1.0 INTRODUCTION</b>	<b>3</b>
<b>2.0 COMPANY INFORMATION</b>	<b>5</b>
<b>3.0 COMPANY ANALYSIS</b>	<b>11</b>
<b>4.0 FINDINGS AND DISCUSSION</b>	<b>14</b>
<b>5.0 RECOMMENDATIONS AND IMPROVEMENT</b>	<b>17</b>
<b>6.0 CONCLUSIONS</b>	<b>18</b>
<b>7.0 REFFERENCES</b>	<b>19</b>
<b>8.0 APPENDICES</b>	<b>20</b>

## **EXECUTIVE SUMMARY**

In this case study report, we have analysed the background company of Nike. Nike Company has been chosen because it is one of the biggest and well-known sport brands in the world. So, I have undergone the research on this company based on theories and needs of their customers. The method that contains in this report is based on analysis of Customers Trends Canvas marketing strategy, innovation of footwear type and also SWOT analysis. The strengths and weaknesses of this company can be identified. By referring to this information, we develop based on society concerns on their problems. In this case, I have chosen one Nike product which is Nike Elite socks as my subject to be innovated to become a better product that fulfills customer satisfaction and solve the problems that they faced when wear this product.

By observing the result of data and finding that has been done, it shows that this Nike Elite socks have a few problems and negative feedback from their customers which when feel the discomfort and affected some part of their body especially ankle. Therefore, to overcome such problems, I have recommended few innovations for these socks to compete in the market. This new innovation will be able to satisfy the human need in protecting their feet from the risk of injury. Apart from that, the additional features will be able to reduce their daily life problems.

## **1.0 INTRODUCTION**

### **1.1 Background of Study**

The following case study is about Nike, Inc which is one of the famous sports product company in the world. This company sells various types of sports apparels and product that commonly used in various sports games and also for lifestyles. The purpose of the case study is to analyse the objectives and strategies used by Nike, Inc Company, SWOT analysing about one of their products that is Nike Elite Unisex Socks, discussing major issues that the company is facing and come out with solutions for each of the problems and a recommendation about the best alternative to be chosen.

### **1.2 Purpose of study**

The purpose of this case study is to identify, analyse and investigate the company based product, the problems of the product and proposed solutions to solve the problems. By doing so, I as a researcher can study opportunities to improve existing products for new advances to see if new products can be commercialized or not.

### **1.3 Problem Statement**

NIKE, Inc is a company that produce various types of sports and lifestyle apparels. Some of the sports apparel comes with modern signature that used latest technology to produce it in order to fulfil the satisfaction of the users. People tend to buy their products because of their quality and commercial value since its can be used in any activity either for sports or to face everyday lifestyles. Nike Elite Unisex Socks is one of the products produce by this company. This socks helps users to cover their ankle and some part of calf when having a sports activity or doing their daily lifestyle routine. This socks is really comfortable and protective as it's made from the quality material.

### 2.3 Product/Services

	<p><b>Nike Elite Socks</b></p>	<ul style="list-style-type: none"><li>• Brand new product that produce in years 2020</li><li>• Colour: White-White-Black</li><li>• Material: 54% Polyester, 31% Polyamide, 15% Cotton</li><li>• Swoosh design trademark at calf</li><li>• Machine wash</li><li>• Multiple size</li></ul>
--	--------------------------------	--