



COMPANY ANALYSIS

BELL HELMETS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Cycling, also known as bicycling or biking is the use of bicycle for sport, exercise, recreation and transport. Bicycle has been introduced in 19th century and there is approximately one million number of bicycle been used now worldwide. They are the principal means of transportation in many parts of the world. There are many types of bicycle been developed but the most frequent would be road bikes, mountain bikes and BMX bikes. The purpose of this case study is to investigate and identify the problem of company's product and provide solutions and improve the quality regarding the problems. The demands for bicycle equipment increasing day by day especially helmet. Thus, the production must be done efficiently and the quality must be taken into priority to achieve the demands.

There are three issues has been identified in this case study which are lack of personal safety system. This issue can be solve by adding a camera to increase the safety of cyclist. Next, skin rashes or smelly odour when sweating too much which can be encounter by using sweat absorbing disposable helmet liner. Lastly, uncomfortable chin strap for sensitive skin. The suggestion for this issue is that the chin strap should be layered by a soft layer or Aloe Vera.

The main issue identified in this case study is lack of personal safety system. Security system is important for cyclist since they don't have another types of protection except their helmet. Thus, the helmet must consists with technology that can increase the protection of a cyclist which is a camera. The needs of a camera is because, it can provide evidence if the cyclist is involved in any incident when they out on the road. Not only that, a camera can also record all the memories of a cyclist during their cycling and save

2.1.2 Values

What's important to our customers is what's important to us. Places to ride and compete, substance over fashion, performance over pose. We seek to celebrate utility, keeping it authentic and sharing the resulting energy. In this way we not only serve the core, but democratically spread the love and expand the sports and activities we ourselves are so passionate about.

2.1.3 Philosophy

Anything Bell is designed to fulfil a specific set of needs — without frosting. The Bell aesthetic is uniquely appealing in its purpose-built utility in the same way a race car or fighter jet is designed with every aspect of its function in mind. That they are beautiful in their ultimate aesthetic is secondary. In the end we are creating an essential performance tool. We build it to use it.

2.2 Organizational Structure

Organizational structure not provided on the website and online platform.

2.3 Products / Services

Bell Helmets provide various type and style of helmets for motorcycle and bike. Other than that, they also provide shields, visors, accessories and apparel.

2.3.1 Helmets

- Motorcycle



Figure 2.1 Motorcycle Helmets