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UNIVERSITI
TEKNOLOGI
MARA

ENT600 TECHNOLOGY ENTREPRENEURSHIP

CASE STUDY

PRODUCT ANALYSIS OF MIZUNO



**FACULTY / PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION
BACHELOR OF HEALTH AND FITNESS (HONS)**

SEMESTER : SEMESTER 5

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SUBMISSION DATE : 28 APRIL 2021

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EXECUTIVE SUMMARY

This is an endeavour to grasp how the theories can be applied to a practical situation. As a student in UiTM Perlis, it is a part of a study for everyone to undergo a case study project. So, for this purpose, I got the chance to research a corporate entity that manufactures a product that deeply interests us, which is Decathlon Group, a sports retailer.

First and foremost, the company's general information has been gathered. Primary and secondary sources are used to gather information. The specialized subject studies are found in the report's second section. The project's goal is to learn more about Mizuno's background, organizational structure, products, and services.

In this case study, I used SWOT analysis to examine the company's strengths, weaknesses, opportunities, and threats in the real world. Next, I researched Mizuno's product, which is a standard technology used by the company for its chosen product, which is their football shoes. Here, I will be explaining the problems of the shoes that have grab my attention.

1.0 INTRODUCTION

Football boots, called cleats or soccer shoes in North America, are an item of footwear worn when playing association football. Those designed for grass pitches have studs on the outsole to aid grip. From simple and humble beginnings football boots have come a long way and today find themselves subject to much research, development, sponsorship and marketing at the heart of a multi-national global industry.

During the 19th century football became extremely popular in Great Britain. People who played would wear their heavy and hard work boots to play. These were the first ever boots with the steel toe cap at the front, long laces and high topped. These boots also had metal studs or tacks put on the bottom so the players would have more grip and stability. In the later part of the 19th century the first ever football-specific boot was designed, made of thick and heavy leather which ran right to the ankle for increased protection; the first boot weighed 500 grams (18 oz.) and would double in weight when it was wet.

In the era of the modern game that sees the tempo of matches becoming faster and players more technically inclined, manufacturers introduce new advances in technology including lighter footwear made from alternative materials. Boot customisation also became more prominent with the rise of the internet. Lace less boots became very popular after Adidas released the Ace Pure Control in 2016.

As a company in the field of sport retailers, Mizuno has developed varieties type of football boots ranging from different prices and quality. Mizuno has never stopped innovating their product to improve it over the years. This was done to ensure that they could compete with their rivals. Designing football boots may appear to be a simple task, but there are many factors to consider and consider when developing high-quality football boots. Not only must the company ensure that the cleats are suitable for football, but it must also ensure that it meets the needs of its customers. When designing a football shoes, many factors must be considered, including the amount of cushioning required, the height of the shoes, the fabric/material used, the color way, and many others. Each of these aspects are crucial in developing a quality running shoes.

2.3 Products/Services

Products

Mizuno's products are:

- Baseball
- Golf
- Running
- Football
- Volleyball
- Trekking
- Rugby
- Table tennis
- Handball
- Judo

Baseball

35 years ago, Mizuno brought their workshop car to start full-scale sales promotion activities in the home of baseball; the United States. They expanded our business and established their presence in the United States. Mizuno continues to attract interest and develop their sales with the release of a baseball glove for the lowest retail price. The glove comes with a free repair service. They also opened their very first baseball workshop at Denver, Colorado in collaboration with their valued customers.

Golf

Craftsmanship and technology are combined together in Mizuno's golf clubs which support the professional players' activities. Five models of Mizuno's iron clubs won golds in the iron club category of a golf club award competition; "2013 Hot List" hosted by an American magazine, "Golf Digest". Mizuno's iron clubs won the highest number of awards in the category among the entire manufacturers. Mizuno's Sales deploys its unique custom fitting technology; "Mizuno Performance Fitting System" globally. This system enables more precise and speedier club fitting. Our golf clubs are manufactured based on individual needs, and highly valued by golfers all over the world.