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UNIVERSITI
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**ENT600 TECHNOLOGY ENTREPRENEURSHIP
CASE STUDY
PRODUCT ANALYSIS OF FITNESS CONCEPT**



UNDER ARMOUR

**FACULTY / PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION
BACHELOR OF SPORTS MANAGEMENT (SR 245)**

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EXECUTIVE SUMMARY

This is an effort to understand how the ideas can be implemented. Every student at UiTM Perlis is required to complete a case study project as part of their studies. So, for this reason, I was given the opportunity to study Under Armour Company, a corporation that produces a product that we are passionate about.

In this case study, I used SWOT analysis to examine the company's strengths, weaknesses, opportunities, and threats in the reality. Next, I researched Under Armour's product, which is primarily a common technology used by the company for its selected product, which is their football shoes.

from Georgia Tech requested 10 shirts from Plank. This deal opened the door to a contract with NC State, Arizona State, and other Division I football teams. With positive reviews from players, word began to spread and orders began to increase. That same year, Under Armour launched with several new apparel lines including ColdGear, TurfGear, AllseasonGear, and StreetGear. By the end of 1996, Under Armour had sold 500 Under Armour HeatGear shirts, generating \$17,000 for the company. In 1997, Plank had \$100,000 in orders to fill and found a factory in Ohio to make the shirts.

VISION

Leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. Under armour's mission is to make all athletes better through science, passion and the relentless pursuit of innovation.

MISSION

For Under Armour, the only way out of a hard spot is to muddle through it. The athletic apparel maker on Tuesday unveiled its new advertising campaign slogan: “The Only Way Is Through.

OBJECTIVE

Under Armour was developed by athletes for athletes. We understand their needs, and the demands of competition. What began in 1996 with our superior T-shirt has evolved into diverse gear lines and head to toe products designed to help all athletes perform better. As the originator of the industry, Under Armour remains dedicated to new technology and determined to enhance the performance of every athlete on every level through our performance apparel, footwear and accessories.

GOALS

- Act like a global citizen
- Think like an entrepreneur
- Create like an innovator
- Perform like a teammate

Product

Under Armour sells a wide range of sportswear and products. In the Under Armour store, there are more than 30 different sports to choose from include athletic shoes, t-shirts, jackets, hoodies, jeans, leggings, shorts, and accessories like bags, gloves, caps, and