



اَوْنِبُوْرَسِيْتِي تِي كِنُوْلُو كِي مَارَا
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TEKNOLOGI
MARA

COMPANY ANALYSIS

NIKE



TECHNOLOGY ENTREPRENEURSHIP ENT 600: CASE STUDY

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EXECUTIVE SUMMARY

Nike is a worldwide brand and corporation that manufactures a variety of items such as shoes, clothing, and equipment. This company research focuses on one Nike React Gato Futsal Shoes product to be investigated, described, and analysed, as well as their current challenges and solutions. The first issue with their product is that it is not particularly durable and prone to tearing. Nike, as we all know, makes athletic shoes that can be used for any activity. To reduce the risk of injury, the shoe should be sturdy and not easily torn. Without this feature, the user would be at a disadvantage because if the upper unit tears, the foot will be exposed to any threat. Finally, the sole surface of futsal shoes may not have a decent grip on the outdoor court, according to the findings of this case study. This issue can affect the user's ability to control the ball, dribble, and score a goal against an opponent because, in this game, the shoes surface can affect their performance when they try to change direction or accelerate. However, this flaw could not help the shoe's purpose while harming the customer due to the shoe's lack of stability.

The purpose of this study is to enhance and improve the quality of futsal shoes in term of designed, materials, durability and special features that can measures players' performance. There are many shoes that has been establish by the company were have several issues according to the performance and the function before. In this study, I have been provide the information about the Nike company start from the background of the company, organization structure the product that provided by the company and the marketing strategy of the company. Then, continue explaining company by doing the SWOT analysis consists of the strength, weakness, opportunities and threats about the product and company. Next, in the finding, I has selected one of the Nike product to do some innovation and improvement which is Nike React Gato Futsal Shoes.

On the discussion, it explained about the advantage and solution of the issue. The advantages of Nike React Gato Futsal Shoes is improving player touch on the ball, promoting fluid movement, durability and comfort. For the last part, the recommendation based on the solution in the discussion for improving and create more features on the new futsal shoes.

2.3 Product

2.3.1 Product provided by Nike Inc.

Table 2.1

Classification	Description
Shoes	<ul style="list-style-type: none">• Running• Training & Gym• Lifestyle• Motorsport• Golf• Basketball• Football boots• Slides & Sandals
Clothing	<ul style="list-style-type: none">• T-Shirts & Tops• Sports Bras• Jackets• Sweatshirts & Hoodies• Pants• Dresses & Skirts
Accessories	<ul style="list-style-type: none">• Bags• Hats & Headwear• Sports Equipment• Socks• Wallets• Face Masks
Sports	<ul style="list-style-type: none">• Running• Training & Gym• Golf• Motorsport• Basketball• Football