



COMPANY ANALYSIS

UMBRO

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY &

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EXECUTIVE SUMMARY

This is an endeavor 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 Umbro, a sports retailer.

First of all, the general information regarding the corporate has been collected. Information is gathered through the primary and secondary source. In the second part of the report contains the specialized subject studies. The objective of the project is to figure on the background, organizational structure, products and services that Umbro provides.

I used SWOT analysis in this case study to evaluate this company's real-world strengths, weaknesses, opportunities, and threats. Following that, I investigated Umbro's product, which is primarily a common technology used by the company for its chosen product, a football jersey. The issue with the football jersey that I discovered is that it is an old-fashioned style jersey. The jersey also contains several local counterfeit items, which could jeopardize Umbro's profit margins. Finally, this jersey fabric is not as breathable as cotton and tends to stick to wet skin. In this study, I will go into greater detail about the issues, as well as discuss the changes.

1.2 Products/Services

PRODUCTS/SERVICES DESCRIPTION	
PRODUCT NAME	Umbro Ramone Jersey
IMPORTANT PRODUCT CHARACTERISTICS	The quality and specification of the product
SPORT PRACTICES	Athletic training
PRICE OF PRODUCT	£24.00 (MYR 136.56)
SPECIAL DISTRIBUTION CONTROL	<ul style="list-style-type: none">• Store• Delivery

Table 2. Products and Services.

1.2.1 Product

Umbro has a wide range of sportswear and equipment. Its products are distributed in over 90 countries worldwide. From football gear to athletic equipment, we have it all. The majority of athletes and sports enthusiasts would prefer Umbro because it provides high-quality goods at a reasonable price. In this section, we will talk about Umbro's football jersey. There are too many types of jersey that are available in their stores. These jersey however are priced differently according to its features.

1.3 Technology

Umbro jersey have evolved dramatically over the years. That is, from minimal design and minimal comfort to maximal design and maximal comfort. Because of technological advances in football jersey growth, jersey with varying functionality have been published. Using a jersey to increase comfort and efficiency has become a priority of our new sports industry.

Umbro ramone jersey are designed to increase comfort, and improve athletic efficiency. Football jersey have been engineered over the years to ensure that the player maintains optimal playing comfort throughout a match, come rain or shine, so they can perform to the best of their ability. To a large extent, this has been achieved by using man-made polymer materials, often