



NordicTrack

COMPANY ANALYSIS

NORDICTRACK

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EXECUTIVE SUMMARY

This is an attempt to understand how the ideas can be implemented in a specific situation. As a student at UiTM Perlis, everyone is required to complete a case study project as part of their studies. So, for this reason, I was given the opportunity to do research on a corporate company that manufactures a product that we are really interested in, NordicTrack, a fitness equipment retailer.

First of all, organization's general knowledge has been gathered. Main and secondary sources are used to collect information. The advanced topic studies are included in the report's second section. The project's goal is to find out the context, organisation culture, products, and services that NordicTrack offers.

In this case study, I used SWOT analysis to assess this company's strengths, weaknesses, opportunities, and threats in the real world. Following that, I studied NordicTrack's product, which is primarily a common technology used by the corporation for its preferred product, which is their fitness equipment. Here, I will clarify the issues with fitness equipment that have grabbed my attention. The Nordictrack FS14i Freestride Trainer Elliptical has a problem that I discovered is iFit is not free. Next, it also needs more space in front of this machine. Lastly, there is a high level of competition. In this study, I will go into full depth about the issues, as well as identify alternative solutions to the problems.

8.0 APPENDICES



Figure 1. Nordictrack FS14i Freestride Trainer Elliptical

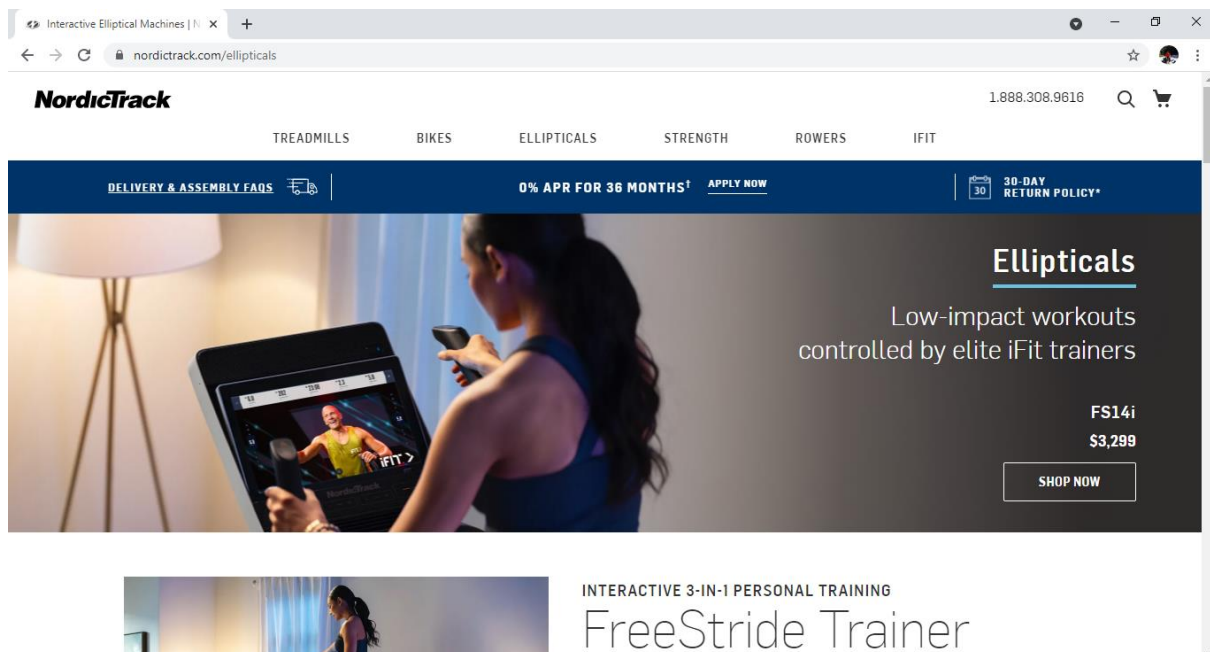


Figure 2. NordicTrack Official Website