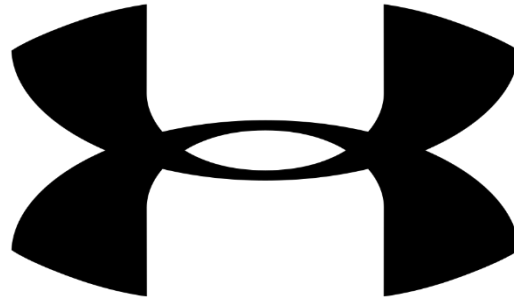




اَوْبُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**UNDER ARMOUR**

UNDER ARMOUR

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY &  
PROGRAMME**

**: FACULTY OF SPORTS SCIENCE AND  
RECREATION**

**SEMESTER**

**: SEMESTER 5**

**PROJECT TITLE**

**: CASE STUDY**

**NAME**

**: MUHAMMAD ADAM IKHWAN BIN AZIZAN**

**LECTURER**

**: DR ATHIFAH NAJWANI HJ SHAHIDAN**

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Second, I'd like to express my gratitude to my parents and friends for their assistance in completing this study case in such a short amount of time.

### **1. EXECUTIVE SUMMARY.**

This case study is to learn the creativity from myself. As a student, everyone is required to complete this case study. I'm interest about Under Armour company. In this case study, the first I search is the company background such as the founder, founded date and the place started. Next, this case study it contains specific of topic analysis which is covers the background, organization structure, mission, vision, and the products that been release from Under Armour company. Lastly, in this case study I identified the strength, weakness, opportunity and threat of the company and products. From the SWOT analysis I find the solution for the weakness. I got new knowledge about the material that suitable for the futsal shoes. From this analysis I got more experiences in searching problem and the solution for the company and products.

## 2.COMPANY INFORMATION

### 2.1 Company Background

<b>Name of Company</b>	UNDER ARMOUR, INC.
<b>Founded</b>	25 September 1996
<b>Founder</b>	Kevin A. Plank
<b>Business Address</b>	<p><b>Headquarters:</b> Ivory Building 1020 Hull Street, Suite 300 Baltimore, MD 21230 United States</p> <p><b>Southeast Asia Branch Main Office:</b> Under Armour Sports Southeast Asia Pte Ltd Suntec Tower ONE 7 Temasek Blvd, #25-01 Singapore 038986</p> <p><b>Malaysia Branch:</b> Kuala Lumpur:</p> <ul style="list-style-type: none"> <li>• Suria KLCC, Lot 335 3<sup>rd</sup> Floor Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, 50088 Kuala Lumpur</li> <li>• Mid Valley Megamall, G-012, Ground Floor, Mid Valley City, 58000 Kuala Lumpur</li> <li>• Level 5, Lot 5.02.00 &amp; 5.03.00, 168, Bukit Bintang St, Bukit Bintang, 55100 Kuala Lumpur</li> <li>• Under Armour Sunway Velocity Mall, G-43 ground Floor, Sunway Velocity Mall, Lingkaran SV, Sunway Velocity, Jln Cheras, 55100 Kuala Lumpur</li> </ul> <p>Putrajaya:</p> <ul style="list-style-type: none"> <li>• G-57A, IOI City Mall, IOI Resort, 62502 Putrajaya</li> </ul> <p>Selangor:</p> <ul style="list-style-type: none"> <li>• 19A, Darul Ehsan, Sunway Pyramid, Unit No. LG1.19 &amp; LG1.3, Jalan PJS 11/15, Bandar Sunway, 47500 Petaling Jaya, Selangor</li> <li>• Mitsui Outlet Park KLIA Sepang, Lot F44-45, Persiaran Komersial, Kuala Lumpur International Airport, 64000 Sepang, Selangor</li> </ul> <p>Johor:</p> <ul style="list-style-type: none"> <li>• Paradigm Mall Johor Bahru, Lot 71&amp;72, Level 4, 81200, Jalan Bertingkat Skudai, Skudai, 81200 Johor Bahru, Johor</li> <li>• F129, Aeon Tebrau City Shopping Centre. Taman Desa Tebrau, 81100 Johor Bahru, Johor</li> </ul> <p>Pahang:</p> <ul style="list-style-type: none"> <li>• SkyAvenue, Lot SA-T2B-55, Genting Highland, 69000 Genting Highlands, Pahang</li> </ul> <p>Pulau Pinang:</p> <ul style="list-style-type: none"> <li>• Queensbay Mall, Bayan Lepas, Penang</li> </ul>

produce new products or designs from the accessories on your head until the shoes that you wear.

## Products

Under Armour Inc offer varieties of products and mostly the products are related sports. They have produced a lot of products like varieties of shoes that specific of each sport, accessories like backpack, towel, gloves and others, shirts, or pants for wearing during exercises and other products. On top of that, this company have produced the products that covered all genders (boy and girl or man and woman), sizes, and ages factors that can make all communities can wear or capable to have it. Table below shoes the example of the products that produces by Under Armour Inc that sell in the Under Armour website (<https://www.underarmour.com>).

<b>Tops</b>	
<b>Short sleeves</b> 	<b>Hoodies &amp; Sweatshirts</b> 
<b>Bottoms</b>	
<b>Shorts</b> 	<b>Pants &amp; Leggings</b> 
<b>Shoes</b>	
<b>Running Shoes</b> 	<b>Football Boots</b> 
<b>Rugby Boots</b>	<b>Basketball Shoes</b>