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Company Analysis

Reebok

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Work design is referred to as the process of defining the way work will be performed and the tasks that will be required in a given job. The purpose of this report is to find a solution for the main problem. First of all, I have do some research about the company background of Reebok, their business marketing, operational marketing, technology that they use and others. In this study, I have analyse the strength, weaknesses, opportunities, and threats of this product in the real business world by using SWOT analysis. Next, I will be explaining the problems of the shoes that attract my attention. The problem of the shoes that I discovered is the shoes are the design is unattractive, lacks proper advertising and the soles are too slippery when wet. Then , I have three solution for the problem which is create a new fresh design, create a simple design and using a good material. So in this study, I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems.

2.6.2.1 Product

As for products, Reebok is the one of the world's most popular and well recognized sports brand. Reebok has known and presence all over the world because it produces and distributes sports products and accessories which is available for men, women and children. The product focuses on sports equipment, apparel and footwear.

- ✚ Apparel: Clothing has always been useful concept of keeping pace with fashion and sport. Reebok's luxurious fabrics and technology blend to provide the customer with maximum comfort. For children, Reebok Junior was established to provide designer clothing for children with style and movement and offers all sort of sports and accessories.

Reebok Classic provides two categories of apparel, footwear, and accessories that are classic and new classic which included:

1. For men: Plethora product (assembled tank, running shorts, sleek odour free T-shirt, jackets, polo shirts, and sportswear).
2. For women: Vests, shorts, T-shirts, training pants, sports tops and etc.

- ✚ Footwear: Reebok produces standard products of footwear such as:

1. Reetone (uses mobile air technology and only used for healthy people and cannot wear fitness shoes and wearing the power of shoes to help muscle tone and development).
2. Reegym (worn during training in the gym).
3. ReeZig (more durability and athletic ability).
4. ReeTrain (to help strength training of the body).

2.6.2.2 Price

Reebok keep low pricing strategy in their marketing, as demand begins to rise they shift to regular pricing policy. This shows that the brand always followed the market strategy of skimming system when the company introduced new products in the market, they set a high price for their premium products.