



## **COMPANY ANALYSIS**

### **DICK'S SPORTING GOODS**

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

|                                |   |
|--------------------------------|---|
| <b>FACULTY &amp; PROGRAMME</b> | <b>: SPORT SCIENCE AND RECREATION</b>               |
| <b>SEMESTER</b>                | <b>: SEMESTER 5</b>                                 |
| <b>PROJECT TITLE</b>           | <b>: CASE STUDY OF DICK'S SPORTING GOOD COMPANY</b> |
| <b>NAME</b>                    | <b>: MUHAMMAD FAIZ BIN MARDHIMAN</b>                |
| <b>LECTURER</b>                | <b>: DR. ATHIFAH NAJWANI HJ SHAHIDAN</b>            |
| <b>SUBMISSION DATE</b>         | <b>: 28 APRIL 2021</b>                              |

## Table of Content

| <b>Topic</b>                                  | <b>Page Number</b> |
|---|--------------------|
| Exerutive Summary                             | 1                  |
| 1.0 Company Information                       | 2                  |
| 1.1 Backgorund                                | 2-3                |
| 1.2 Organizational Structure                  | 3-4                |
| 1.3 Products                                  | 4-5                |
| 1.4 Technology                                | 5-6                |
| 1.5 Business, marketing, iperational strategy | 6                  |
| 2.0 SWOT Analysis                             | 6-9                |
| 3.0 Finding and Discussion                    |                    |
| 3.1 Findings                                  | 9                  |
| 3.2 Discussions                               | 9-10               |
| 4.0 Recommendation and Improvement            | 10-11              |
| 5.0 Conclusion                                | 11                 |
| 6.0 References                                | 11-12              |
| 7.0 Appendix                                  | 12                 |

## **EXECUTIVE SUMMARY**

This task has been given from lecturer of ENT 600: Technology Entrepreneurship of a case study. This is a individual task which the student need to find one company and do the company analysis toward the company that has been chosen. The company selected by me is called DICK'S Sporting Goods which is a sport retailer. The company is selling varies kind of product that related to sports. The product that I have specifically selected for analysis is the GPS Gold Watch product is for players to easily locating their ball where it landed. Therefore, players do not need to walk while finding where it has been land so it would save much more energy rather than need to find it by ourselves.

In this company analysis, I have analysed the strength, weakness, opportunities, and threats of this company according to SWOT analysis which is it stands for Strength, Weakness, Opportunity, and Threat. In this task, student was given a task to create the analysis about the one product of this company and discover what are the disadvantages that need to be taken care of. Suggesting ideas and improvements on what are the problems or demanding by clients, players, or organization about this product. Problem that is the most stand out is that the product material seems very uncomfortable and heavy to wear on the wrist. Plus, with the weight of the metal makes the player have a hard time to produce adequate amount of energy to swing the golf clubs. The solution for this product is that the company may improve the material of the watch by replacing with platinum. Platinum is a material is hard and much lighter compared to standard metal before.

## **1. COMPANY INFORMATION**

### **1.1 Background**

DICK'S Sporting Goods, Inc. is an American sporting goods retail company, based in Coraopolis, Pennsylvania. The company was established by Richard "Dick" Stack in 1948. Currently, DICK'S Sporting Goods Inc. also known as "DICKS" is an authentic, full-line and fitness omnichannel retailer offering a broad assortment of high quality, competitively-priced brand name sporting goods equipment, apparel and footwear, in a specialty store environment and through its online store.

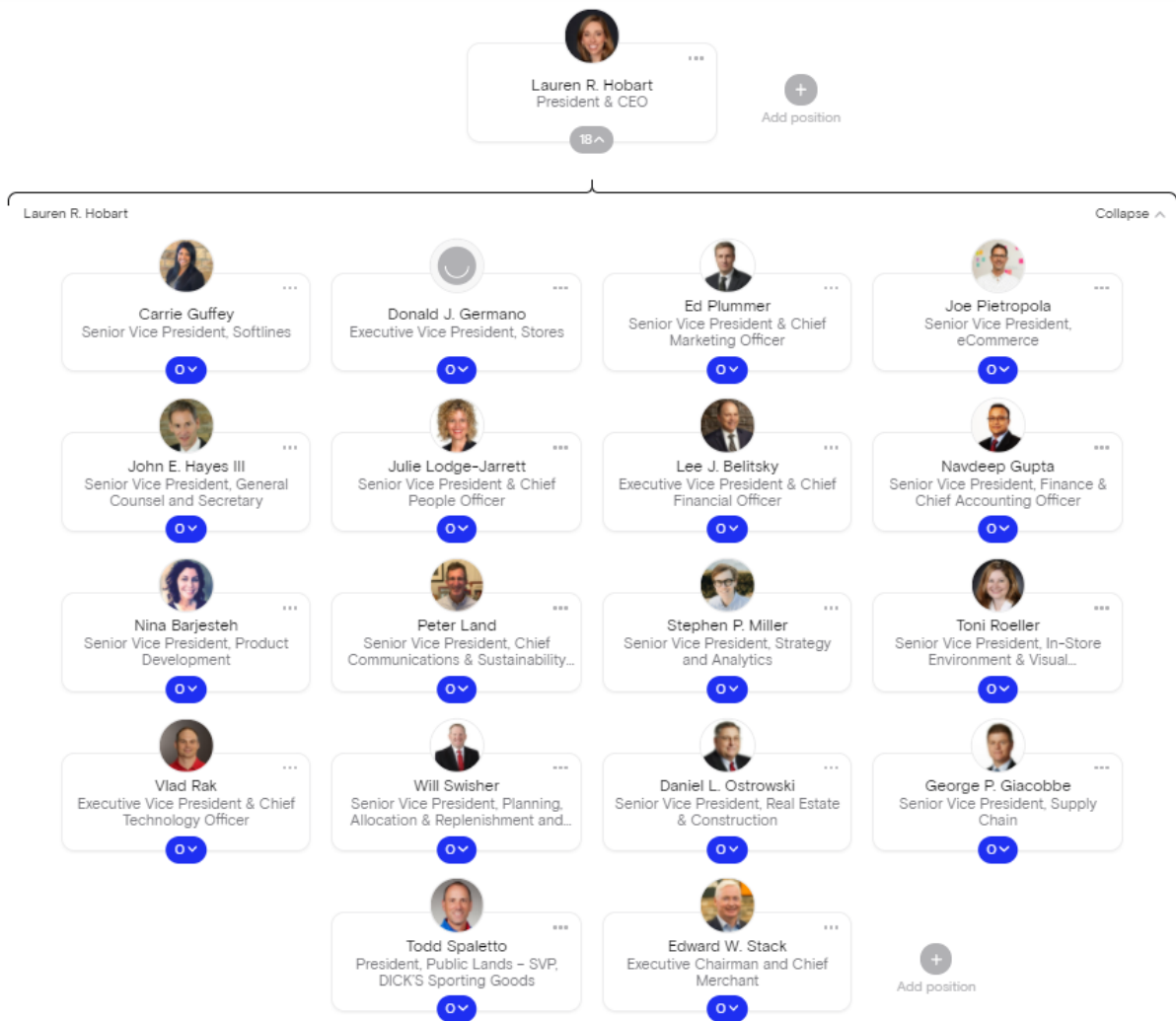
DICKS owns and operates a variety of retail locations and online stores internationally. Some of the products are golf-specialty retailer with a world class selection of brand name golf equipment, apparel and accessories from many of world class brand as well as Field & Stream, which offers a wide variety of outdoor brands and provides top of the line in-store services. Other than providing products for consumers, DICKS also provided baseball and softball equipment that sells direct to leagues and organization in United States of America (USA). Other than that, DICKS had become one of the sponsored for 2016 Olympics and Paralympics which then made them as the official sporting goods retailer in USA. This shows that DICKS is one of the recommended and high level of company which has trusted from other organizations.

DICKS business operations has been variety all over the Europe, Asia-Pacific and South America. There are few types of selling to consumer done by DICKS which are commerce, e-commerce, online, and retails. This has made DICKS achieved high sales in market due to the marketing operations that made by this company.

Unfortunately, in Malaysia there are no retails are open here. If Malaysian want to purchase the product from this company, they need to buy it via online from their official website. There are various of products are provided in their website that organize by types of sports, gender, outfit and others. People may visit here especially for those places that do not have any retails there such as Malaysia and other countries.

### **1.2 Organizational Structure**

This is the organization structure of the DICK'S Sporting Goods:



(Figure 1.2 shows the organizational structure of DICK'S Sporting Goods)

### 1.3 Products/Services

In DICK'S Sporting Good Company, they retail 11 type of products. With is Sports, Women, Men, Kid's, Exercise and Wellness, Outdoor and Recreation, Fan Shop, Accessories, This Week's Deals, Top Brands, Clearance. So, under Sports have 32 types of sports, but there are 5 types of product that popular, which is:

| Products | Images |
|----------|--------|
| Baseball |        |