



TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY

PRODUCT ANALYSIS

FOOTBALL BOOT



FACULTY & PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION

SEMESTER : 5 (RSR2435A)

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SUBMISSION DATE : 28 APRIL 2021

ACKNOWLEDGEMENT

First and foremost, praises and thanks to the God, the Almighty, for His showers of blessing throughout my research work to complete this case study successfully. I am are in all of humbleness and gratefulness to acknowledge my depth all those helped me to put these ideas, well above the level of simplicity and into something concrete.

I would like to express my deep and sincere special thanks to my course's lecturer, Dr. Athifah Najwani Hj Shahidan, for assists me with excellent advice on this assignment through the various of consultations. Her dynamism, vision, sincerity and motivation have deeply inspired me. I also like to express my gratitude to Dr. Athifah, for providing a detailed overview of this subjects, and who mentored me through the Technology Entrepreneurship course. I'd also like to express my heartfelt appreciation to all who assisted me in completing this task, both internally and externally.

I would also like to expand my deepest gratitude to all those who have directly and indirectly guided us in writing this assignment. Many people, especially my classmates and team members itself, have made valuable comment suggestions on this proposal which gave us an inspiration to improve our assignment. We thank all the people for their help directly and indirectly to complete our assignment

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Perlis, it is a part of my study for everyone to undergo a case study project. So, for this purpose, we got the opportunity to research a company which manufactured the different product that we want to analyse, which is Umbro Company, currently based in United Kingdom.

In the first part of the project report, the general information of the company has been collected. Information is gathered through the primary and secondary source as well.

In the second part of the report, contains the specialized subject study which is company background, organizational structure, products, and services that Umbro provides. Next, we study about the technology of Umbro products, which is basically a normal technology used, as well as business marketing and its operational strategy used by the company to promote their products which we find quite interesting. Lastly, we do some research about the company financial achievements regarding how they manage their financial as well as achievements gain from the financial management.

Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management.

In this case study, we analysed the strength, weaknesses, opportunities, and threats of this company in real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analysed and find a solution to overcome and to fulfil their needs in Consumer Trend Canvas (CTC) analysis, making it as our innovation to be continued in new Product Development task

2.0 PRODUCT/ SERVICE



Figure 1

PRODUCTS/SERVICES DESCRIPTION	
PRODUCT NAME	Umbro Velocita V Elite SG
IMPORTANCE PRODUCT CHARACTERISTICS	<ul style="list-style-type: none">• Thermoplastic Urethane 85%• Textile 15%
SPORT PRACTICES	Football Training
PRICE OF PRODUCT	£ 135 (767.86 MYR)
SPECIAL DISTRIBUTION CONTROL	<ul style="list-style-type: none">• Store• Delivery

Table 2: Products description

i. 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 boots. There are several different pattern and characteristics of boots available in their shops. These boots, on the other hand, are priced differently based on their specifications.