



COMPANY ANALYSIS

DICK'S SPORTING GOODS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This research is about the product from the company which is sports retail company, Dick's Sporting Goods, Inc. It is an American sporting goods retail company, based in Coraopolis, Pennsylvania. The company was established by Richard "Dick" Stack in 1948. This company sell the sports product all around the world through various type of platform.

Many products been sold by this company but some of them need to be improved in term of quality and selling price of the products. The purpose of this research is focusing on one of the products sell by this company which is Weider Rubber Hex Dumbbell. This dumbbell is a common type of dumbbell that we always see which is a bit left behind for the design and functions.

From this study, I have made the SWOT analysis in order to find the weakness of the product and what I found is that this product have weakness that is the load of the dumbbell is fixed which mean it cannot be change by the customer. It also has a fixed handle which is just the same with other dumbbell that do not have futuristic design and style. Next, this product also did not have any grip at the handle which could cause injuries and slippery during exercise. Then, the other weakness that found is the product selling price is a bit higher than the other company.

I will explain more about the weakness and some solution to improve this dumbbell to attract people to buy and increase selling of the company in this research.

1.3 PRODUCTS

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	
Football	
Running	
Basketball	
Volleyball	

Table 1. List of products