



TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF SPORT SCIENCE AND RECREATION
SEMESTER : 5 (RSR2455A)
PROJECT TITLE : CASE STUDY OF MIZUNO CORPORATION
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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a UiTM Perlis student, it is a part for every student to handle a case study project. So for the purpose of the project, I got the opportunity to make a research on a sport manufactured company product which Mizuno which currently based at Japan.

Firstly, the general information about the corporate company has been collected through official Mizuno website as primary source. Secondly, the report contains specialized subject studies. The objective of the project is to figure on the background, organizational structure, products and services of Mizuno provides. The objectives of this case study find the background, organizational structure, products and services that Mizuno provides.

In this case study, I have analysed the strength, weakness, opportunities and threat of this company which by using SWOT analysis. Next, regarding based on what I had choose for the Mizuno product which is running shoe, I will explaining the issue that caught my attention. The issue that I had found which is lack of latest features, lack of responsiveness and same pattern of design. So that, based on need and demands from the existing consumers of this company, I analysed and find a solution to overcome and fulfil the need of the consumer and explaining deeper regarding to this problem.

1.4 Products/Services

1.4.1 Products

Mizuno's products are:

- Baseball
- Golf
- Running
- Football
- Volleyball
- Trekking
- Rugby
- Table tennis
- Handball
- Judo

Baseball

35 years ago, Mizuno brought their workshop car to start full-scale sales promotion activities in the home of baseball; the United States. They expanded our business and established their presence in the United States. Mizuno continues to attract interest and develop their sales with the release of a baseball glove for the lowest retail price. The glove comes with a free repair service. They also opened their very first baseball workshop at Denver, Colorado in collaboration with their valued customers.

Golf

Craftsmanship and technology are combined together in Mizuno's golf clubs which support the professional players' activities. Five models of Mizuno's iron clubs won golds in the iron club category of a golf club award competition; "2013 Hot List" hosted by an American magazine, "Golf Digest". Mizuno's iron clubs won the highest number of awards in the category among the entire manufacturers. Mizuno's Sales deploys its unique custom fitting technology; "Mizuno Performance Fitting System" globally. This system enables more precise and speedier club fitting. Our golf clubs are manufactured based on individual needs, and highly valued by golfers all over the world.