



NordicTrack

COMPANY ANALYSIS

NORDICTRACK

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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| FACULTY & PROGRAMME | : FACULTY OF SPORTS SCIENCE AND RECREATION |
| SEMESTER | : 5 (RSR2435A) |
| PROJECT TITLE NAME | : CASE STUDY OF NORDICTRACK COMPANY : INAS HAQIRA BINTI AZMAN |
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ACKNOWLEDGEMENT

Alhamdulillah, such an bless for completing this task successfully. In order to prepared this task, there are alot of people contributing to give me an information and assistance of certain things. I would like to thanks for helping me throughout this task.

First person to thanks is my course lecturer, Dr Athifah Najwani Hj Shahidan for guide me to completing this task. I was so happy to know that this task complete with your full of guidance and a lot of information throughout this task. The consultation toward this task to make sure that I'm completing this task really help me.

Not forget to my family and people around me that help me internally or externally to finish this task successfully. In order to completing this task, my colleagues and seniors that give me access to get a knowledge and additional information. I'm very grateful to know that they are there to help me finish this task.

Last but not least, to whoever that help me to completing this task intentionally or unintentionally, thanks a lot for helping me for completing this task.

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EXECUTIVE SUMMARY

The theories and knowledge that get through this course can be applied to the practical situation one day. As a student of UiTM Perlis, it is compulsory to take this course to expose oneself to the business once graduated if needed.

So, at first all the general information regarding company and product availability has been collected. All the information is collected based on the few sources. In this case study also needed to analyse the strength, weakness, opportunity and threat that can be seen at the products. The chosen product from NordicTrack is T-Series Treadmills EXP7i that have been identify the main problem that catch my attention is lack of space because of the big treadmills. From that problem, I came out with the best solution that is change the design to be more slim but elegant. This solution slightly help to minimize the size of the machine and at the same to be more elegant that can attract more people to buy this product.

In this case study I will explain and discuss more on the problems and solution for that products.

2.3 Products/Services

| TREADMILLS | |
|-----------------------|---|
| TYPE | Fitness Equipment |
| SERIES | Commercial Incline Treadmills <ul style="list-style-type: none"> • Commercial X22i (\$2,999) • Commercial X32i (\$3,799) |
| | Commercial Treadmills <ul style="list-style-type: none"> • Commercial 1750 (\$1,799) • Commercial 2450 (\$2,299) • Commercial 2950 (\$2,999) |
| | T-Series Treadmills <ul style="list-style-type: none"> • EXP 7i (\$1,099) • EXP 10i (\$1,599) |
| EXERCISE BIKES | |
| TYPE | Fitness Equipment |
| SERIES | Commercial Studio Cycles <ul style="list-style-type: none"> • Commercial S15i Studio Cycle (\$1,599) • Commercial S22i Studio Cycle (\$1,999) |
| | Recumbent Series Bikes <ul style="list-style-type: none"> • Commercial VR25 (\$1,499) • Commercial R35 (\$1,799) |
| | Upright Series Bikes <ul style="list-style-type: none"> • Commercial VU 19 (\$999) • Commercial VU 29 (\$1,299) |
| ELLIPTICALS | |
| TYPE | Fitness Equipment |
| SERIES | FreeStride Trainer Series Ellipticals <ul style="list-style-type: none"> • FS10i (\$2,499) • FS14i (\$3,299) |
| | Front Drive Series Ellipticals <ul style="list-style-type: none"> • Commercial 9.9 (\$1,299) • Commercial 14.9 (\$1,999) |