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EXECUTIVE SUMMARY

This assignment is about a Reebok Company which manufactures the various type of product that we interested in. As a student of UiTM Perlis, it is our part and duty to undergo a case study project. Therefore, I would like to know and identify the problem of Reebok's products which is I interested with sport water bottle.

First of all, all the information been collected through the primary and secondary sources. The goal of the case study is to figure the problem that faced by Reebok products, organizational structure, product and service that offer by Reebok Company.

In this case study, I used SWOT analysis which is strength, weakness, opportunity and threats to analyse the product of Reebok. Other than that, I do some research for Reebok's product, which is a part of their equipment that is sport water bottle. There are several problems that I found include problem with delivery, limited in colors and having a bad reviews and feedback from customers. I will explain more detail regarding the problems I found and provide some findings and discussion to seek for alternatives solutions to the problems.

2.4 Product / Service

| PRODUCTS/SERVICES DESCRIPTION | |
|--|--|
| PRODUCT NAME | Tech Style Glass Water Bottle |
| IMPORTANT PRODUCT CHARACTERISTICS | The quality and specification of the product |
| SPORT PRACTICES | Leisure and athletic training |
| PRICE OF PRODUCT | 40 dollars (MYR 164.18) |
| SPECIAL DISTRIBUTION CONTROL | <ul style="list-style-type: none">• Store• Delivery |

2.4.1 Product

Reebok Brand come out with varieties of sport equipment and accessories such as Reebok design, manufacture, distributes and sells fitness. There also have running and Crossfit sportwear including footwear. This brand also have a collaboration with companies who are produce fitness equipment and workouts. Their product was been upgrade form year by year to give a better uses for their athlete to increase their performance. So, from this product we can discussing that the product by Reebok getting better year by year according to the consumer required.

2.4.2 Service

Reebok offers a wide range of shoes, from basketball shoes to casual shoes, in addition to running shoes. Reebok also offers a variety of fitness clothing and tools to help its consumers get the most out of their workouts. Reebok has long-standing partnerships with the National Football League, the National Basketball Association, and the National Hockey League, allowing them to sell all of the merchandise affiliated with the various professional sports teams. Their deal with the NFL expired recently, and Nike has now taken over operations in that segment of the industry.