



اُنِيُوْا سَيِّدِي تِيْكَنُوْا لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

### DICK'S SPORTING GOOD

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY & PROGRAMME** : FACULTY OF SPORTS SCIENCE AND RECREATION (SR 245)

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## **EXECUTIVE SUMMARY**

I am student part 5 and now studies at UiTM Perlis. As a student in UiTM Perlis who take part of a study to undergo a case study project. This purpose of case study is to identifying the weakness of the product and give recommendation to improve the product.

In this case study, I have analysed about the SWOT Analysis with is Strength, Weakness, Opportunities and threat for this product. This case study is focus on the weakness and I also analysis about the improvement that I can increase the shoe that I choose. Here, I will be explained about the major problem that I found. So, I discover that the shoe is not suitable for people who have high arch feet. This problem can make the people who have high arch feet uncomfortable and fell pain when wear it. Other than that, the shoe also can lead to injury to people who have high arch feet. At last, in this study I also explained deeper more on the problem and I would also be discussing the solution towards the problem.

### 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: Types of Product in Dick's Sporting Good