



COMPANY ANALYSIS

REEBOK COMPANY

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	FACULTY OF SPORTS SCIENCE AND RECREATION
SEMESTER	5 (RSR2435A)
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EXECUTIVE SUMMARY

This assignment is about a Reebok Company which manufactures the various type of product that I interested with. 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 which is Sport watch Vertex strap men watch. 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.

The main product that I had studied is sports watches vertex strap men watch which has a lot of designs and patterns. The various designs and patterns had me attracted to study and do analysis about the product to identify for the problem that may be faced by Reebok company. Specifically, the problems are such as the products are too expensive, not unisex product and bad customers services.

2.4 Product / Service

PRODUCT NAME	REEBOK VERTEX STRAP MEN WATCH
IMPORTANT PRODUCT CHARACTERISTICS	COUNTDOWN TIMER
SPORT PRACTICES	ANY TYPE OF SPORT
PRICE OF PRODUCT	RM 230.00
SPECIAL DISTRIBUTION CONTROL	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 sport wear 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.