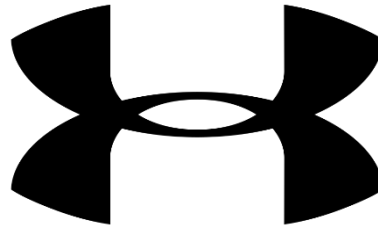




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UNIVERSITI
TEKNOLOGI
MARA

**ENT600 TECHNOLOGY ENTREPRENEURSHIP
CASE STUDY
PRODUCT ANALYSIS OF FITNESS CONCEPT**



UNDER ARMOUR

FACULTY / PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION
BACHELOR OF SPORTS MANAGEMENT (SR 245)

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SUBMISSION DATE : 28 APRIL 2021

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ACKNOWLEDGEMENT

Firstly, praises and blessings to Allah, the Almighty, through His gifts of blessing for the task to be done completely and successfully. Without help of Allah, I was not able to do my work completely.

Next, we would like to give appreciation to our lecturer of the subject ENT 600 Dr Athifah Najwani Binti Hj Shahidan for guide us and teach us in order to complete the report. She is very helpful when we ask about report. We also would like to thank her for showing us some example that is related to the topic of this report.

Last but not least, I also thankful to my parents and friends who supports, encourages, for my great success. It's all turn into easier with their kind blessings and good wishes for me and my future.

EXECUTIVE SUMMARY

In this pandemic, there's a lot of changes in scheme of work. But this not a distracted for us to learn the theories about ENT 600. This case study is part of assignment on purpose to do research about company and their SWOT analysis of product. So, we choose Under Armour as our company to do this case study.

As we know that Under Armour is one of the company that provide sports goods. Because of this project, I get chances to know deeply about this company such as their objective, mission, vision and many more.

In this project, I need to choose one product and do SWOT analysis on that product. So, I choose their sport shoes which name" Under Armour Charged Assert 8". Then I will identify the weakness and need overcome with my best solution. Through this case study, I will describe in detail about the problem and solution to overcome the product's problem.

2.0 PRODUCT ANALYSIS

2.1 SWOT Analysis

The SWOT Analysis shows the strength, weakness, opportunity, and threats of Under Armour's sports shoes.

STRENGTH	WEAKNESS
1. Affordable price 2. The weight is lightweight 3. Can be used for a variety of occasions	1. Not a waterproof 2. Lack durability 3. Lacks arch support
OPPORTUNITY	THREAT
1. International market 2. The product can compete with other big brands 3. Demand in Asian market	1. More competition with big brands 2. Exist the shoes that more quality with affordable price 3. Other brands provide more beautiful shoes

2.1.1 STRENGTH

2.1.1.1 Affordable Price

For this product, Under Armour sell this product with affordable price. Even this product has a new technology, but they still can sell at a price commensurate with the quality. So, this product will meet the expectation of people because the quality of this product and the affordable price.

2.1.1.2 The Weight Is Lightweight

This shoes are lightweight because of the material that use to create this product, people nowadays always looking for lightweight shoes. It's because when we do some workout, we will take a long time to do exercise. So, of course people will search for the lightweight shoes when want to do exercise. this product is in accordance with public demand.

2.1.1.3 Can Be Used for A Variety of Occasions

When we buy some sport shoes, we will not use them with specific exercise or sport. We will use sport shoes for variety occasions or exercise like jogging, hiking, play tennis, going to the gym and many others. So, this product is suitable for variety occasions because of the quality.