



## **ENT600 TECHNOLOGY ENTREPRENEURSHIP CASE STUDY**

**PRODUCT ANALYSIS OF WILSON SPORTING GOODS  
SHUTTLECOCK TEAM 60 (SPEED 77)**



**FACULTY / PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION  
BACHELOR OF HEALTH AND FITNESS (SR 245)**

**SEMESTER : SEMESTER 5**

**NAME : MOHAMAD RIDZUAN BIN MOHD NIZAM**

**MATRIX NUMBER : 2020989489**

**GROUP : RSR2455A**

**LECTURER : DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN**

**SUBMISSION DATE : 28 APRIL 2021**

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## **ACKNOWLEDGEMENT**

First of all, praises and blessings to Allah, the Almighty, through His gifts of blessing for the task to be done completely and successfully. In order to be prepared for my task, I would just have to consider taking the information and assistance of certain valuable contributions who deserved my sincere thanks.

I was very happy and proud with myself due to completion of this assignment, I just want to express my sincere gratitude to my course lecturer, Dr. Athifah Najwani Hj Shahidan, for providing me excellent advice and guide me from the beginning until I completed my assignment. Dr. Athifah also give a lot of various consultation to me in order to make sure that I do the right step. I would still like to sincerely thanks Dr. Athifah, who is my mentor thorough overview of the subjects, and who guided me in Technology Entrepreneurship course. I also want to extend my sincere gratitude to those that have helped me, internally and externally to compose this assignment.

In order to have access, I am most thankful to my beloved family for their support, compassion, and hardships in educating and empowering myself towards the success. A sincere appreciation for my classmate, groupmates, and my friends from my neighbourhood for lending some hand and help me do this assignment. A big thanks to my colleagues, through the offered of useful suggestions regarding my assignment, which encouraged myself to enhance the quality of such assignment.

Ultimately, many gratitude went to a lot individual who helped me in completing the research projects, either intentionally or unintentionally.

## **EXECUTIVE SUMMARY**

This is an endeavour to grasp how the theories can be applied to a practical situation. As a student in UiTM Perlis, it is a part of a study for everyone to undergo a case study project. So, for this purpose, I got the chance to research a corporate entity that manufactures a product that deeply interests us, which is Wilson Group, a sports products producer.

First of all, the general information regarding the corporate has been collected. Information is gathered through the primary and secondary source. In the second part of the report contains the specialized subject studies. The objective of the project is to figure on the background, organizational structure, products and services that Wilson provides.

In this case study, I have analysed the strength, weaknesses, opportunities, and threats of this company in the real business world by using SWOT analysis. Next, I studied regarding the product manufactured by Wilson, which is primarily a standard technology utilized by the company for its selected product that we have chosen which is their running shoes. Here, I will be explaining the problems of the Wilson Team 60 (Speed 77) shuttlecock that have grab my attention. The problem of the shuttlecock that I discovered is the shuttlecock Cannot sustain or being hit more than 1 hour games. Next, the flight of the shuttlecock is not consistent and flew decently after hit by the racquet. Lastly, the shuttlecock's feather has very low quality because the feather will fall off after a few hit by the racquet. In this study, I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems.

## 2.0 PRODUCT ANALYSIS

### 2.1 SWOT Analysis

	STRENGTHS	WEAKNESSES
INTERNAL FACTORS	<ul style="list-style-type: none"> <li>- The price is cheap and affordable for everyone to buy it.</li> <li>- The shuttlecock's cock would not damage the racquet's string even after smash as hard as possible.</li> <li>- Suitable for kids because their hit on shuttlecock is not hard like adult or teenager</li> </ul>	<ul style="list-style-type: none"> <li>- The shuttlecock cannot sustain for more than an hour game.</li> <li>- The feather has a very low quality until effect the flight of the shuttlecock.</li> <li>- The quality of the cock is low and affect the quality of function of shuttlecock</li> </ul>
	OPPORTUNITIES	THREATS
EXTERNAL FACTORS	<ul style="list-style-type: none"> <li>- High demands from sport organization to train their junior athlete</li> <li>- Easy for sport organizations to buy with wholesale so that they can save money for long period of time.</li> <li>- Save the money to spend for replace racquet's string by the sport organization</li> </ul>	<ul style="list-style-type: none"> <li>- Low demand from sport organization to buy shuttlecocks for their junior athlete.</li> <li>- Strong competitors with high brand power</li> <li>- Waste materials and lead to loss of profit</li> </ul>

Table 2: SWOT Analysis of Wilson Sporting Goods

#### 2.1.1 STRENGTHS

Strength of the event determines whether the event is successful or not where can be measure within the experienced of the team members, excellent public relation, high motivation level and the right usage of event marketing tools (Evenesis, 2017). There are several strengths that can be obtained from Wilson Shuttlecock Team 60 (Speed 77).

The first strength is Wilson's shuttlecock price is cheap and affordable for everyone to buy it. Wilson company able to get a lot of profit by selling their