



**COMPANY ANALYSIS
UMBRO**

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY &

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EXECUTIVE SUMMARY

This is an attempt to understand how the ideas can be implemented in a realistic setting. As a student at UiTM Perlis, everyone is required to complete a case study project as part of their studies. So, for this reason, I was given the opportunity to conduct research on Umbro, a sports equipment supplier, which manufactures a product that we are really interested in.

First and foremost, general organizational knowledge has been gathered. Main and secondary sources are used to collect information. The advanced topic studies are included in the report's second section. The project's goal is to find out the context, organizational structure, goods, and services that Umbro offers.

In this case study, I used SWOT analysis to assess this company's strengths, weakness, opportunities, and threats in the real world. Following that, I researched Umbro's product, which is primarily a common technology used by the company for its chosen product, which is their training jacket. The problem with the training jacket that I found is that it is too heavy, which causes difficulties for athletes. Next, the jacket contains several local counterfeit items, which can pose a danger to Umbro's profit margins. Finally, this jacket is too costly in comparison to other brands, and Umbro which struggle to attract middle-class buyers. I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems. I will go into greater detail about the issues, as well as explore possible solutions to the problems.

1.2 Products/Services

PRODUCTS/SERVICES DESCRIPTION	
PRODUCT NAME	Umbro Training Hybrid Jacket
IMPORTANT PRODUCT CHARACTERISTICS	The quality and specification of the product
SPORT PRACTICES	Athletic training
PRICE OF PRODUCT	£60.00 (MYR 340)
SPECIAL DISTRIBUTION CONTROL	<ul style="list-style-type: none">• Store• Delivery

Table 1.2 Products/Service by Umbro

1.2.1 Product

Umbro has a wide range of sportswear and equipment. Its products are distributed in over 90 countries worldwide. From football gear to athletic equipment, we have it all. The majority of athletes and sports enthusiasts would prefer Umbro because it provides high-quality goods at a reasonable price. In this section, we will talk about Umbro's training jacket. There are several different styles of training jackets available in their shops. These jackets, on the other hand, are priced differently based on their specifications.

1.3 Technology

Training jackets have evolved dramatically over the years. That is, from minimal design and minimal comfort to maximal design and maximal comfort. Because of technological advances in training jacket growth, training jackets with varying functionality have been published. Using a training jacket to increase comfort and efficiency has become a priority of our new sports industry.

Training jackets are designed to increase comfort, improve athletic efficiency, and decrease hypoventilation. Umbro offers a wide range of training jackets at various price points. To solve the challenge that most athletes and consumers face. Umbro has released a hybrid sequence that can minimize hypoventilation while still increasing comfort.