



## **COMPANY ANALYSIS**

### **UNDER ARMOUR**

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

**FACULTY & PROGRAMME : FACULTY OF SPORTS SCIENCE AND  
RECREATION**

**SEMESTER : 5 (SR243 5B)**

**PROJECT TITLE : CASE STUDY OF DECATHLON GROUP**

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## **1.0 EXECUTIVE SUMMARY**

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 Under Armour, a sports company.

To begin, general information about the company 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 aim is to learn more about Under Armour's history, organisational structure, goods, and services.

In this case study, I have analyzed 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 Under Armour, which is primarily a standard technology utilized by the company for its selected product that we have chosen which is their jacket. There is some problem that can occur in this product which can affect the buyer and the company itself.

produce new products or designs from the accessories on your head until the shoes that you wear.

## 2.2 Organizational Structure

### MISSION OF UNDER ARMOUR

- To Make All Athletes Better Through Passion, Design, And the Relentless Pursuit of Innovation.

### VISION OF UNDER ARMOUR

- To inspire you with performance solutions you never knew you needed and can't imagine living without.

### ORGANIZATIONAL CHART OF UNDER ARMOUR



## 2.3 Products

Under Armour Inc offer varieties of products and mostly the products are related sports. They have produced a lot of products like varieties of shoes that specific of each sport, accessories like backpack, towel, gloves and others, shirts, or pants for wearing during exercises and other products. On top of that, this company have produced the