



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



NordicTrack®

COMPANY ANALYSIS

NORDICTRACK COMPANY

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF SPORTS SCIENCE AND RECREATION

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PROJECT TITLE : CASE STUDY OF NORDICTRACK COMPANY

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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 NordicTrack, a gym retailer. 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 NordicTrack 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 NordicTrack, which is primarily a standard technology utilized by the company for its selected product that we have chosen which is their strength machines. Here, I will be explaining the problems of the strength machines that have grab my attention. The name of this strength machines is Fusion CST Strength Training. In this study, I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems.

1.3 Product/ Service

TREADMILLS	
TYPE	Fitness Equipment
SERIES	Commercial Incline Treadmills <ul style="list-style-type: none"> • Commercial X22i (\$2,999) • Commercial X32i (\$3,799)
	Commercial Treadmills <ul style="list-style-type: none"> • Commercial 1750 (\$1,799) • Commercial 2450 (\$2,299) • Commercial 2950 (\$2,999)
	T-Series Treadmills <ul style="list-style-type: none"> • EXP 7i (\$1,099) • EXP 10i (\$1,599)
EXERCISE BIKES	
TYPE	Fitness Equipment
SERIES	Commercial Studio Cycles <ul style="list-style-type: none"> • Commercial S15i Studio Cycle (\$1,599) • Commercial S22i Studio Cycle (\$1,999)
	Recumbent Series Bikes <ul style="list-style-type: none"> • Commercial VR25 (\$1,499) • Commercial R35 (\$1,799)
	Upright Series Bikes <ul style="list-style-type: none"> • Commercial VU 19 (\$999) • Commercial VU 29 (\$1,299)
ELLIPTICALS	
TYPE	Fitness Equipment
SERIES	FreeStride Trainer Series Ellipticals <ul style="list-style-type: none"> • FS10i (\$2,499) • FS14i (\$3,299)
	Front Drive Series Ellipticals <ul style="list-style-type: none"> • Commercial 9.9 (\$1,299)