



COMPANY ANALYSIS

MIZUNO CORPORATION GROUP

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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1.0 EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Arau, it is a part of study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research a company which provide services to the same customer group as the product that we want to develop, which is Mizuno Corporation. In the first part of the report, the general information of the company has been collected. Information is gathered through the primary and secondary source as well. In the second part of the report, contains the specialized subject study. Objective of the project is to work on the background, organizational structure and services that company provides.

Next, I study about the services that the company provide and other supporting services in order to maintain the stability of the company, as well as business, marketing and its operational strategy used by the company to promote their services which we find quite interesting.

Strategy is an action plan for getting the goals. Goals indicate what a business unit wants to achieve. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management. In this case study, I analyzed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis.

2.3 Products/Services

2.3.1 Products

Mizuno's products are:

- Baseball
- Golf
- Running
- Football
- Volleyball
- Trekking
- Rugby
- Table tennis
- Handball
- Judo

Baseball

35 years ago, Mizuno brought their workshop car to start full-scale sales promotion activities in the home of baseball; the United States. They expanded our business and established their presence in the United States. Mizuno continues to attract interest and develop their sales with the release of a baseball glove for the lowest retail price. The glove comes with a free repair service. They also opened their very first baseball workshop at Denver, Colorado in collaboration with their valued customers.

Golf

Craftsmanship and technology are combined together in Mizuno's golf clubs which support the professional players' activities. Five models of Mizuno's iron clubs won golds in the iron club category of a golf club award competition; "2013 Hot List" hosted by an American magazine, "Golf Digest". Mizuno's iron clubs won the highest number of awards in the category among the entire manufacturers. Mizuno's Sales deploys its unique custom fitting technology; "Mizuno Performance Fitting System" globally. This system enables more precise and speedier club fitting.