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TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY: PRODUCT ANALYSIS OF ADIDAS GROUP



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EXECUTIVE SUMMARY

This assignment is about to choose the product that I want to elevate its quality by identifying the SWOT. This can conclude the product strength, weakness, opportunity and threat. Besides that, I also choose the Adidas group which is kicking target.

The main problem of this product is the wooden supportive structure inside the kicking target, easily to break. This problem occurs because the product itself can't absorb the external force which is kicking and punching. When the wooden supportive is not firm enough to handle the force, it may lead to the damage of the product.

After gathering all information of the product, we recommend that this company could use the solution by adding the extra foam inside the kicking target. So, it can increase the thickness of the layer and protect the wooden structure inside the product to become firmer and more durable to handle the force that has been generated by the customer. Moreover, every method will come with disadvantage which it may increase the material cost for the product but at the same time, it also can increase the quality and lifetime of the product. Because of that, it may give more satisfaction to the customer.

3.0 PRODUCT ANALYSIS

3.1 SWOT

STRENGTH	WEAKNESS
<ul style="list-style-type: none">➤ Elastic wristband makes it easy to hold for all kinds of kicks and strikes.➤ Provide dual thick head per one kicking target.➤ For outer layer of kicking target, it uses high quality Synthetic Leather	<ul style="list-style-type: none">➤ Wooden supportive structure inside kicking target, easily to break.➤ The ties along side of the kicking target is not proper.➤ Head structure unable to withstand direct powerful blow.
OPPORTUNITY	THREAT
<ul style="list-style-type: none">➤ E-commerce➤ Diversification into sporting equipment➤ Investing in Smart Materials	<ul style="list-style-type: none">➤ Many competitors who sell the same product.➤ Other companies offer cheaper price.➤ Fake products

Table 3: SWOT