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MARA



COMPANY ANALYSIS

MIZUNO CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

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EXECUTIVE SUMMARY

This is an opportunity to change how theories should be put into practical situation. As a student in Universiti Teknologi MARA (UiTM) Arau, students are required to complete a case study project as part of their studies. This case study report on Mizuno Corporation that located in Osaka, Japan, established in 1906. In this study, the general information of the company has been collected. Information is gathered through the primary and secondary source as well. The specialized topic analysis is included in another section of the studies. Objective of the cases study is to work on the background, organizational structure, products and services that Mizuno Corporation provides. Next, study about the technology of Mizuno Corporation have, which is essentially a common technology, as well as the organizational approach for promoting their brands, as well as business marketing. Lastly, in this case study also provides the strength, weaknesses, opportunities and threats for this product in real business world by using SWOT analysis. Also searching ways to overcome and fulfil the desires of this product based on customers' needs and demands.

2.3.1 Products

Mizuno offers a lot of product related to sports need such as sportswear and equipment. This also include clothing and footwear. There are over 10 type of sports gear and apparel offered by Mizuno with different type of technology used. Mizuno also have their focused sport products which is baseball and golf. Other than that, rather than focusing on professional sports, Mizuno also create their products for leisure sport. This makes Mizuno's product suitable for beginner and high-performance athlete. List below shows the sports equipment and gear covered by Mizuno which shows that the company is a one stop center for most sports:

1. Golf	2. Swimming
3. Tennis	4. Cycling
5. Baseball	6. Judo
7. Volleyball	8. Table Tennis
9. Football	10. Badminton
11. Running	12. Boxing
13. Rugby	14. Athletics
15. Skiing	

2.3.2 Services

Mizuno also offers sponsorship for various clubs such as for a football club, badminton players, and official suppliers for a baseball team in Canada. There are more than five sports that have been sponsored by Mizuno with their goods for sport. They also sponsored a girl group of dancer and singer from South Korea for training wears.

2.4 Technology

According to the Yewande (2019), in order to improve the elements of performance, the latest technology was needed to help the athlete recognize their comfortable especially during the games. Since Mizuno was based on Japan, we know this country always moving