



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600 TECHNOLOGY ENTREPRENEURSHIP
CASE STUDY
PRODUCT ANALYSIS OF ASICS
BACKPACK GEAR BAGS



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EXECUTIVE SUMMARY

This is an overview 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 and doing a case study project. I take this opportunity to do a research on one of the company that produce the sport products which is Asics company.

Firstly, all of the general information regarding this company have been collected. The objective of the case study is to figure on the background, organizational structure, products and services that Asics company provides. Information is gathered through the primary and secondary source.

In this case study, I have analysed the SWOT analysis which are strength, weakness, opportunity and threats of the Asics company. Besides that, I also studied about the product that was manufactured by Asics, which is Backpack Gear Bags. In this case study, I will be explaining the problems and the solution for this Asics product that have grab my attention.

3.0 PRODUCTS/SERVICES

PRODUCTS/SERVICES DESCRIPTION	
PRODUCT NAME	Asics Court Slide
IMPORTANCE PRODUCT CHARACTERISTIC	The quality and specification of the shoes
SPORT PRACTICES	Court Shoes (Badminton, Tennis)
PRICE OF THE PRODUCT	RM 249.00
SPECIAL DISTRIBUTION CONTROL	<ul style="list-style-type: none">• Store• Delivery

Product

Asics Group offer varieties of running gears such as footwear, apparel and sport equipment designed for a wide range of sport. There are shoes, clothes and water bottle and sport equipment that is available in Asics store. Most athletes and sport enthusiast will come to Asics stores or retail store since it offers great quality product with affordable price. Here, we will be discussing regarding the running shoes offered by Asics Group. There are too many types of shoes that are available in their stores. These shoes however are priced differently according to its features. They also promoting health and wellbeing through sport that has always been a vital part of what they stand for as a company.

Services

- *Sponsoring events*

From sponsoring international competitions and national education campaigns to local grass-roots events, they support a wide range of initiatives that encourage participation in sports and contribute to a health-conscious society.