



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS ASICS

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY FACULTY &
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PROJECT TITLE: CASE STUDY OF ASICS GROUP

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EXECUTIVE SUMMARY

This is an endeavor 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 Asics Group, a sports 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 Asics provides. In this case study, I have analyzed 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 Asics, which is primarily a standard technology utilized by the company for its selected product that we have chosen which their Yoga mat. Here, I will be explaining the problems of the yoga mat that have grab my attention. The problem of the yoga mat that I discovered is the yoga mat are difficult to roll up after used. Next, is the yoga mat has a less density and thin. And lastly, it is not made from Eco-Friendly materials, I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problem.

2.6 PRODUCT AND 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

Table 2: Product and Service

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