



اَوْنِيُوْ رَسِيْتِي تِي كُنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

NordicTrack[™]

COMPANY ANALYSIS

NORDICTRACK

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION
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EXECUTIVE SUMMARY

This assignment is about identifying the problem with the product. The company that I have chosen is NordicTrack by ICON Health and Fitness. From their variety of products, I have chosen the RW900 rowing machine to do my analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities, and threats of the RW900. The main problem I identified on this RW900 is that the machine is not available in Malaysia, unlike the other products by NordicTrack such as their treadmills, ellipticals, bikes, and vault. From the problem, I can come up with the best solution which is bringing RW900 into Malaysia's market physically in store just like the treadmills, ellipticals, bikes, and vault.

2.2 Organization Structure

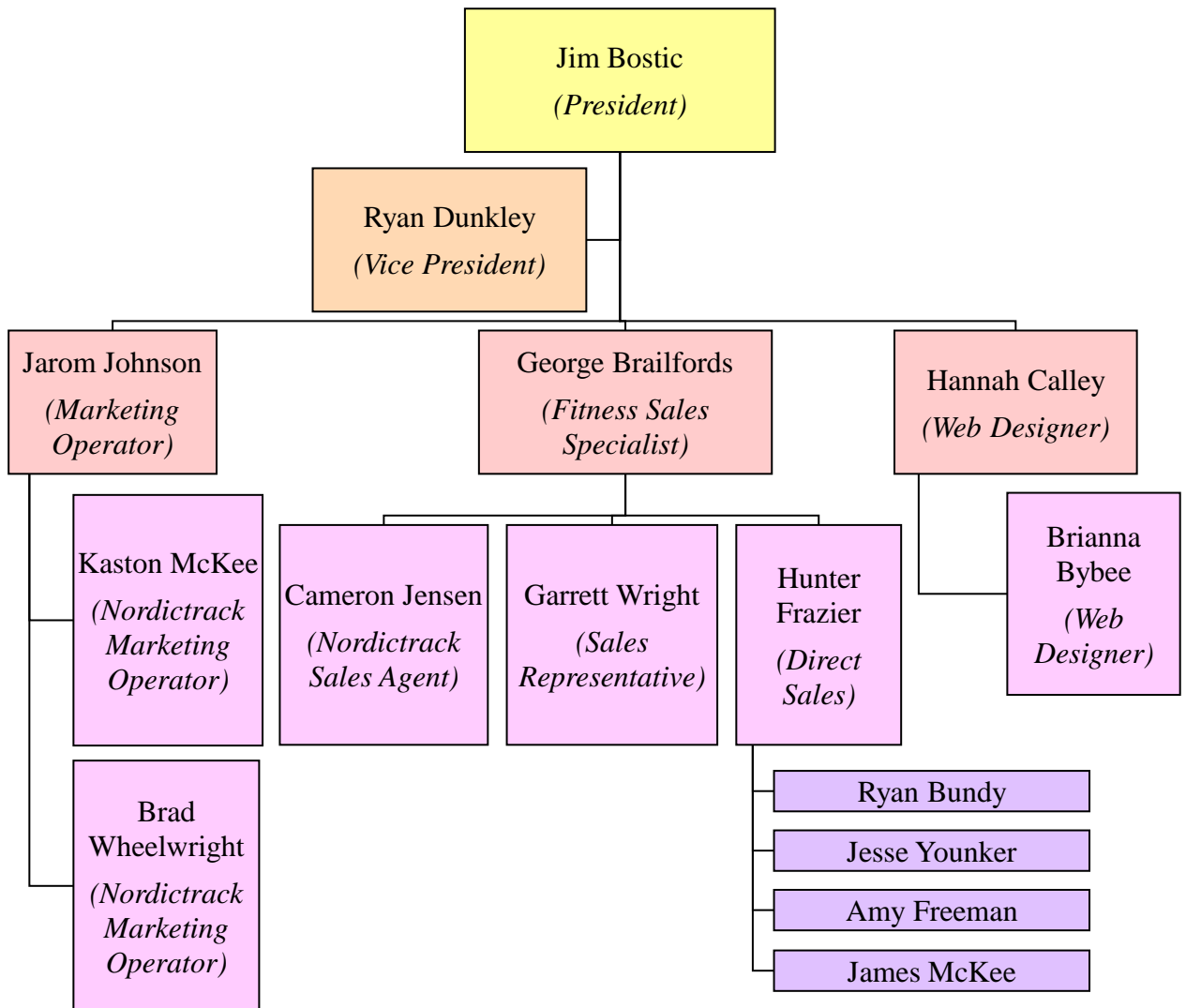


Figure 1 – Organization Structure.

2.3 Products and Services

TREADMILLS	
TYPE	Fitness Equipment
SERIES	Commercial Incline Treadmills <ul style="list-style-type: none"> • Commercial X22i (\$2,999) • Commercial X32i (\$3,799)
	Commercial Treadmills <ul style="list-style-type: none"> • Commercial 1750 (\$1,799) • Commercial 2450 (\$2,299) • Commercial 2950 (\$2,999)