



اَوْبَهُوَ سِيَّتِي تَيْكُونُ لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**COMPANY ANALYSIS**

**ASICS**

**TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY**

**FACULTY & PROGRAMME: FACULTY OF SPORTS SCIENCE AND  
RECREATION**

**SEMESTER : 5 (RSR2415A)**

**TITLE : CASE STUDY OF ASICS GROUP**

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## **EXECUTIVE SUMMARY**

First of all, the general information regarding the company has been collected. Primary and secondary source is used to gather the related information. The objective of the project is to figure on the background, organizational structure, products and services that Decathlon provides.

In this case study, I have analyzed the strength, weaknesses, opportunities, and threats of this company by using SWOT analysis. This assignment is about the review aspects one of the sports products which is water bottle. So, the company that we choose is Asics which is it is one of the famous sports companies around the world. So, I studied regarding the product manufactured by Asics which is primarily a standard technology utilized by the company itself. Here, I will be explaining the problems of the water bottles that have catch my attention. The problem of the water bottles that I discovered is the water bottle does not have bottle cap that gives uncomfortable for the consumers to drink. Next, is the water bottle gives difficulties to carry. Lastly, it causes neck pain to the consumers while drinking. So, in this study, I will be explaining deeper regarding the problems and I would also be discussing the best alternatives solutions towards the problems.

### 2.3 Product services

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

Table 2: Product services

#### 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

- *Provide running application*