



**COMPANY ANALYSIS  
MIZUNO COMPANY**

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

<b>FACULTY</b>	<b>: SPORTS SCIENCE AND RECREATION</b>
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Bismillahirrahmanirrahim,

Assalamualaikum w.b.t,

Respect for Allah S.W.T, Lord of the worlds on grace willing to pour out to his servant dwarf. Trust in Him on all expectations of destiny to fill the whole universe. Peace and blessings to the beloved Prophet Muhammad SAW and his companions and his Successors.

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## EXECUTIVE SUMMARY

As a student, not only theories were applied in life. But also, the practical could help us specially to gain the knowledge and experience that can we used in future later. Since entrepreneur is synonym to UiTM and also involve in sport industry, I have learned and experience by myself to explore more about this course and decide to choose Mizuno Company as my reference and case study in order to gain the information, strategy and equipment that were used by this brand.

During the observation of case study, I have got a new information of the strategy, the weakness and other elements that Mizuno have. Other than that, I am also realized that there are many types of product that Mizuno produce not only focus on baseball equipment since Mizuno were recognize by their sponsorship of baseball games in Japan. The demand of their product especially their bag's collection has attracted me to explore more detail about it. There a few issues that actually this company have such as they have a lot of variation pouch bag and bag pack but with quite expensive.

To meet the Mizuno's mission, I have come out with some ideas that can fulfil their customer's need which is created the "Multi-purpose bag pack" which all the pouch bag could be found in this bag pack that the customer will modified by themselves. So, in this study, I will explain more detail about the ideas together with some input of this company.

### 1.2.1 Vision and Mission

#### Mission Statement

Contributing to society through the advancement of sporting goods and the promotion of sports.

#### Vision Statement

We will continue to making people around the world happy through the power of sports.

#### Values

- Creating a new 100-year brand
- Realization as a global company
- Cultivating an employee friendly culture

### 1.3 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 make 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	

*Table 2. Types of Sport*