



COMPANY ANALYSIS

REEBOK GROUP

TECHNOLOGY ENTREPRENEURSHIP (ENT 600) : CASE STUDY

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

SEMESTER : 5 (SR2435A)

**PROJECT TITLE : INDIVIDUAL CASE STUDY REEBOK
GROUP**

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TABLE OF CONTENT

NO	CONTENT	PAGE NUMBER
	Acknowledgement	i
	Table of Content	Ii-iii
	List of Figures	iv
	List of Tables	v
	Executive Summary	vi
1.0	Introduction	1
1.1	Background of Study	2
1.2	Purpose of Case Study	3
1.3	Problem Statement	3
2.0	Company Information	4-6
2.1	Company Background	6
	2.1.1 Vission and Mission	7
2.2	Organizational Structur3	8
2.3	Product/ Service	9
	2.3.1 Product	9
	2.3.2 Services	9
2.4	Technology	10
2.5	Business, Marketing and Operational Strategy	11
	2.5.1 Business Strategy	11-12
	2.5.2 Marketing Strategy	12-13
	2.5.3 Operational Strategy	13-14

EXECUTIVE SUMMARY

This is an undertaking to get a handle on how the speculations can be applied to a useful circumstance. As a student in UiTM Perlis, it is a piece of an examination for everybody to go through a case study project. Thus, for this reason, I found the opportunity to explore a corporate element that fabricates an item that profoundly interests us, which is Reebok, a sports shop

Most importantly, the overall data with respect to the corporate has been gathered. Data is assembled through the essential and secondary source. In the second piece of the report contains the particular subject investigations. The goal of the task is to figure on the foundation, authoritative design, items and administrations that Reebok gives.

For this situation study, I have examined the strength, weaknesses, opportunities, and threats of this organization in the real business world by utilizing SWOT analysis. Then, I contemplated with respect to the item made by Reebok, which is principally a standard innovation used by the organization for its chose item that I have picked which is their beg. Here, I will clarify the issues of the beg that have catch my eye. The issue of the beg that I found is thstudy, I will clarify further with respect to the issues and I would likewise be talking about the choices arrangements towards the issues.

2.3 Product / Service

Product & Service Description	
Product Name	Linear Logo Reebok Backpacks
Importance Product Characteristics	The quality, function and design of the bag
Sport Practice	Training and game bag
Price of Product	RM 165.04
Special Distribution Control	<ul style="list-style-type: none">● Store● Delivery

Table 2 : Product and Services

2.3.1 Product

Reebok Brand come out with varieties of sport equipment and accessories such as Reebok design, manufacture, distributes and sells fitness. There also have running and Crossfit sportwear including footwear. This brand also have a collaboration with companies who are produce fitness equipment and workouts. Their product was been upgrade form year by year to give a better uses for their athlete to increase their performance. So, from this product we can discussing that the product by Reebok getting better year by year according to the consumer required.

2.3.2 Service

Reebok offers a wide range of shoes, from basketball shoes to casual shoes, in addition to running shoes. Reebok also offers a variety of fitness clothing and tools to help its consumers get the most out of their workouts. Reebok has long-standing partnerships with the National Football League, the National Basketball Association, and the National Hockey League, allowing them to sell all of the merchandise affiliated with the various professional sports teams. Their deal with the NFL expired recently, and Nike has now taken over operations in that segment of the industry.