



COMPANY ANALYSIS

UNIQLO

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NAME : NOORSHUHAIZA IZZANI BINTI HALIB

STUDENT ID : 2018400526

LECTURER : DR FARAH LINA AZIZAN

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EXECUTIVE SUMMARY

Uniqlo Co., Ltd. is a Japanese casual wear designer, manufacturer and retailer. The company is a wholly owned subsidiary of Fast Retailing Co., Lt. Uniqlo is a clothing apparel company, which was originally founded in Yamaguchi, Japan in 1949 as a textiles manufacturer. Now it is a global brand with over 1000 stores around the world. Redefining clothing, with a focus on quality and textiles which has been unwavered since the company's origins in 1949. On 4 November 2010, Uniqlo opened its first store in Malaysia, in Fahrenheit 88 located in Bukit Bintang, Kuala Lumpur. As of October 2020, Uniqlo now has 50 outlets located across Malaysia, including an online store. Malaysia became the fifth country outside Japan to get a Uniqlo roadside store. One of their outlet in London, New York will start selling clothes that made from recycled materials which is bottle. This company which focusing on the environmental-free clothes made. In this company analysis, it is focussing on the clothes made from bottles that is produced by Uniqlo partner with Toray Industries to be investigate, identified and analysed along with their current problems and come out with solutions. The first problem regarding their product is a limited wear. As we know, clothes is the product that everyone wear in daily life means all has got the opportunity to wear such that good product and as far for now, Uniqlo only produces clothes only for athletes and adults. As for the next problem is their product do not going into more sterilised process for any user that got sensitive skin or for kids and baby. These problems could get into serious thing because recycled bottles came from dustbin or any waste places that could got any bacteria on it that we don't know.

2.3 Products/Services

Table 2.1 Product / Service Provided by UNIQLO Co.Ltd

Products/Services	Description	Examples
<p>UT Collection</p> <p>- UT All STARS 2010</p>	<p>- UT fuses the distinctive cultures of global art, music, and comics to create an incredible series of T-shirt designs. Through each T-shirt, UNIQLO sends out a global message. Every year, we can select from countless UT designs, and discover the true feelings and beliefs that truly define us. UNIQLO infuses cultural identity, personality and emotional expression for their T-shirts.</p> <p>- Various colours and designs based on world famous comic, anime, game heroes and characters. The significant ones are Mickey Mouse, One Piece, Gundam and so on. The cutting styles vary from U-neck, V-neck, Deeper V-neck, Cut-off, Roll-neck, Big-silhouettes for the men and T-shirt dress and sleeveless design for the women. Size from S to XL</p>	 <p>The examples section contains two main visual components. The top component features a large yellow t-shirt with a circular graphic design, surrounded by four smaller t-shirt images in various colors and designs. The bottom component is a 3x5 grid of 15 small images showing models wearing different styles of UNIQLO UT t-shirts, including designs with the UNIQLO logo, 'UT ALL STARS' branding, and various pop culture references.</p>