



**Faculty of Computer and Mathematical Sciences
UNIVERSITI TEKNOLOGI MARA KELANTAN**

FUNDAMENTALS OF ENTRENEURSHIP

ENT300

ASSIGNMENT 1

CASE STUDY :

YONEX

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1.1 EXECUTIVE SUMMARY

1.1.1 NAME OF ENTREPRENEUR & BUSINESS

Yonex company is a [Japanese sports equipment](#) manufacturing company. Yonex produces equipment and apparel for [tennis](#), [badminton](#), [golf](#), and [running](#). The company was founded in 1946 by [Minoru Yoneyama](#) as a manufacturer of wooden products. Since 1957, starting with badminton racquets, we have been making steady progress as a sporting-goods manufacturer. Through the course of time, we have been growing through a series of challenges to develop products which exceeds consumers' expectations. This has always been based on a "hands-on approach", keeping close relationships with customers, with our corporate philosophy of "Contributing to the world through innovative technology and the highest quality products". At this time, the president of the famous company which is Yonex, is President Kusaki Hayashida and Ben Yoneyama as a Chairman in this company. Other than that, there are employees in the company which is 1815 employees around the world (last update may 2020).

1.1.2 BUSINESS LOCATION

This company head office have be allocated at 3-23-13 Yushima, Bunkyo-ku, Tokyo 113-8543, Japan. This business totally marketing through social media platforms such as instagram and websites.

1.1.3 PRODUCTS AND SERVICES OFFERED

Among the products sold are sports equipment such as team sports clothes, sports equipment which is badminton, tennis and gorf and souvenir. In addition, they has official sponsor to many of country badminton association such as Malaysia, Japan and China and also sponsor to sports tournament.

2.1 INTRODUCTION OF ENTREPRENEUR & BUSINESS PROFILE

2.1.1 Background Of Entrepreneur



Minoru or her full name, Minoru Yoneyama was born on 15 October 1924 in [Koshiji, Niigata](#) (now part of [Nagaoka](#)), Japan. He also a founder of Yonex company and he start their business after the World War II as a recreational fishing in 1946. When business slumped, in 1957 he began making rackets for badminton, which was becoming popular in Japan at the time. He incorporated Yoneyama Company the following year. In 1963, the company's racket factory burned down, but Yoneyama was able to set up a new plant and resume production in only three days.

The company branched into tennis rackets in 1969 and golf clubs in 1982. It was renamed as Yonex in 1982 and relocated to Tokyo. Yonex signed contracts with some of the world's top tennis players such as [Billie Jean King](#), [Martina Navratilova](#), and [Kimiko Date](#).

As the company diversified under Yoneyama's leadership, he still paid close attention to badminton, inking a sponsorship agreement with the [Badminton World Federation](#) (BWF) in 1988 and signing badminton greats such as [Rudy Hartono](#) and [Poul-Erik Høyer Larsen](#) as brand ambassadors. The company became one of the world's top producers of tennis and

badminton rackets and golf clubs.

In 2015, Yoneyama was awarded the BWF President's Medal for his "extraordinary services to the sport". The medal was presented by Høyer, who was by then the president of BWF.

Yoneyama died on 11 November 2019 at a hospital in Niigata, aged 95.