



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

ADIDAS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING (AP220)
SEMESTER : 8
PROJECT TITLE : SAFETY SPORT WATER BOTTLES
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EXECUTIVE SUMMARY

Adidas is one of the oldest companies as a sports good manufacturer with having very diversified and strong history. It was leading manufacturer but as the time pass many tough competitors have arrived in market. Adidas produce sportswear, sport shoes and accessories. In this company analysis, it is focusing on the sport water bottles that is produced by the Adidas company to be investigate, identified and analysed along with their current problems and come out with solutions.

The first problem regarding their product is Sport water bottles did not have safety equipment. As we know, safety is really important while doing outdoor activities and safety equipment one of the tools that can make our safe during doing outdoor activities. Other than that, the second problems that arise from sport water bottles that Adidas company made are sport water bottles that have not enough water capacity. Generally, stay hydrated is really important to the athletes or outdoor enthusiast to help them to reduce muscle fatigue and reduce the risk of injury.

Aside from that, there a few solutions to that problems primarily are do innovation on the sport water bottles. One of the solutions are do the innovation on sport water bottles by adding safety equipment such as torchlight and GPS tracker. This will make outdoor enthusiast or athletes safer when they done any outdoor activities and outdoor sport. The next solution is do some innovation on capacity of sport water bottles. This innovation will make athletes or outdoor enthusiast stay hydrated and will make them perform in a higher level. All of these solutions are considered to aid Adidas company in producing very quality product to be served to their customers in order to sustain their business growth, developments and more achievements ahead.

2.2 ORGANIZATIONAL STRUCTURE

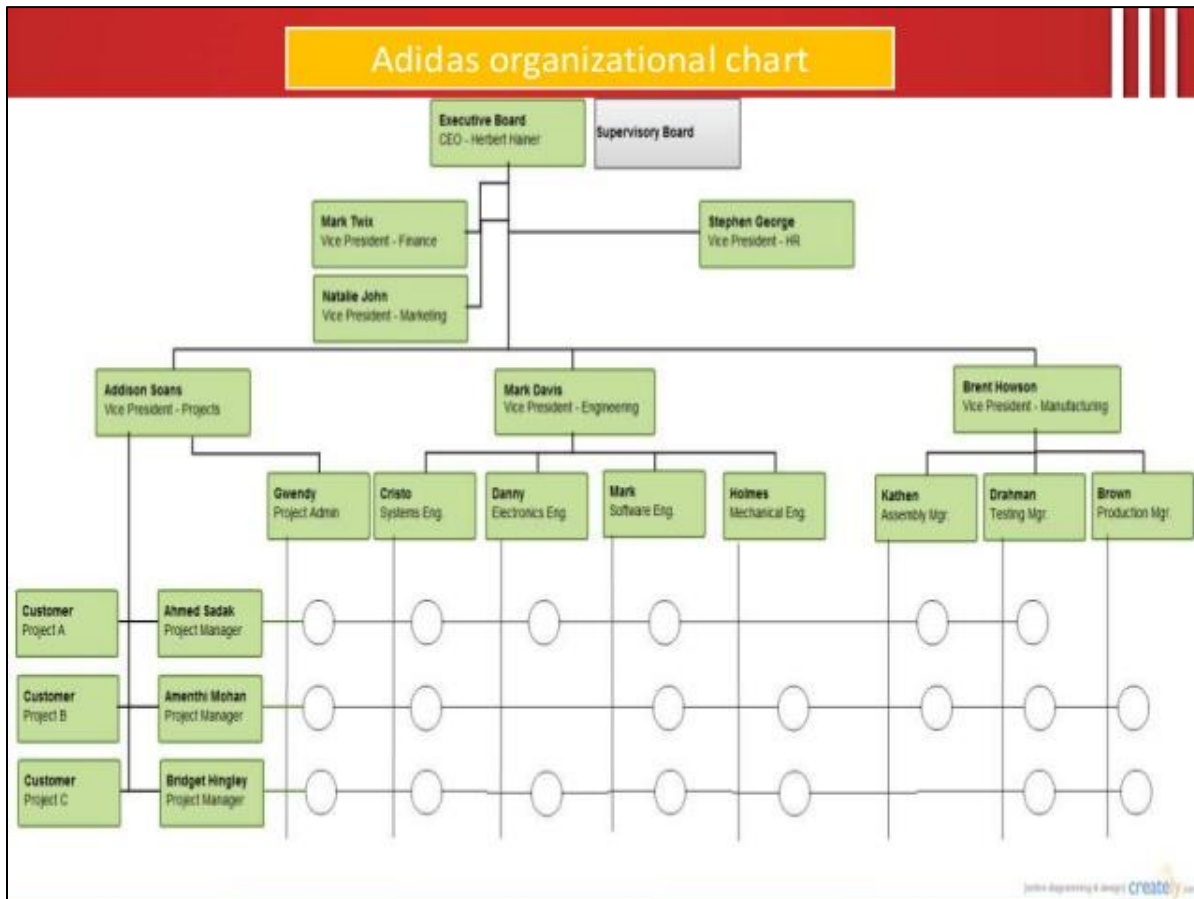


Figure 2.4 Adidas organizational chart

2.3 PRODUCT

1. Apparel

- Adidas sells a range of clothing items, varying from men's and women's t-shirts, jackets, hoodies, pants and leggings

2. Sportswear

a. Association football

- Football kits for international association football teams and clubs.
- Ball for World Cup, Euro Cup and UEFA Champions League.
- Referee kits