



## **PROJECT REPORT**

“Atika” sport attribute shop

Prepared for  
Abdraimova Bibigul  
Astana IT University

By  
Sapargali Dastan  
Tokabayev Meirbek  
Ibaidullina Danagul

October 26, 2023

## **From Campus Dorm to the Pinnacle of Athletic Fashion: The Atika Journey**

In the year 2023, in the heart of a bustling university campus, three determined individuals came together to embark on a journey that would not only change their lives but also leave an indelible mark on the world of sports and fashion. Dastan, Meirbek, and Danagul, university groupmates with a shared passion for sports and a keen eye for design, would soon bring their dreams to life and establish the sport attribute company known as Atika.

### *The Birth of an Idea*

It all began on a crisp autumn day, in the cluttered dorm room shared by Dastan, Meirbek, and Danagul. All three of them were studying business and design at a prestigious university, and the walls of their dorm were adorned with sketches of sportswear and sneakers. It was in that tiny, dimly lit space that the concept of Atika was born.

Dastan, the visionary of the group, had always been an avid athlete with a flair for entrepreneurship. Meirbek, the creative genius, could turn any design into a work of art. Danagul, the practical and resourceful one, knew how to get things done. They were the perfect team.

As they sat on the worn-out dorm couch, they discussed their dreams of creating a sportswear brand that would blend the world of sports and fashion in a unique way. They were driven by the desire to craft sports attire that not only boosted performance but also made a style statement. This was the seed from which Atika would grow.

### *The Journey Begins*

With dreams in their hearts and a fire in their bellies, the trio embarked on the journey of a lifetime. They pooled their meager savings and took out a loan to get their fledgling business off the ground. They rented a small, rundown studio space near their university and began sketching, designing, and sewing prototypes. Their first collection was modest but brimming with creativity.

Atika's first product was a pair of sneakers that Dastan, Meirbek, and Danagul had designed themselves. These sneakers were like nothing anyone had ever seen before. They were not only comfortable and designed to enhance athletic performance, but they also boasted a unique and stylish look that set them apart from the competition. They named this collection "FusionStride."

The trio realized that in the highly competitive sportswear industry, they needed a unique selling proposition. And that's exactly what FusionStride was. Word quickly spread around campus about the exceptional quality and aesthetics of these sneakers. The first batch sold out within weeks, and the three friends were ecstatic.

## *Challenges and Triumphs*

The early days were far from easy. Balancing their studies, part-time jobs, and the demands of Atika took a toll on their time and energy. They faced challenges, from sourcing high-quality materials at an affordable price to marketing their brand on a shoestring budget. There were moments when they questioned their decision to start a business.

However, their unwavering belief in their vision and their commitment to one another kept them going. They continuously refined their designs, learning from customer feedback and staying ahead of industry trends. FusionStride became a sensation on social media, with fitness influencers and athletes showcasing the sneakers in their workouts.

In 2025, two years after launching FusionStride, Atika released its second collection, "AeroFlex." This time, it wasn't just sneakers; it included a range of athletic wear, from moisture-wicking t-shirts to leggings designed for comfort and performance. The three friends poured their hearts and souls into this collection, and it was an instant hit.

## *The Atika Experience*

What set Atika apart was its commitment to providing a unique customer experience. Dastan, Meirbek, and Danagul believed that Atika's success wasn't solely dependent on the quality of their products but also on the community they were building around the brand. They established the "Atika Experience," which included:

1. **Customer Feedback Integration:** They actively sought feedback from customers and implemented changes based on suggestions and preferences.
2. **Sustainability Initiatives:** Atika became a pioneer in eco-friendly athletic wear. They used recycled materials, reduced waste, and adopted sustainable production methods.
3. **Community Engagement:** The Atika blog featured inspiring athlete stories, workout routines, and wellness tips. They also organized local sports events and supported community initiatives.
4. **Inclusivity:** Atika was committed to producing products for athletes of all body types and fitness levels. They promoted body positivity and diversity in their marketing campaigns.

## *Expanding Horizons*

As Atika's reputation continued to grow, so did their ambitions. In 2027, they opened their first flagship store in the heart of the city, offering customers a

physical space to connect with the brand. The store had an open design, with a wall showcasing sketches and designs, and an area for community events and fitness classes.

Their online presence continued to flourish, and they extended their reach by partnering with renowned athletes who believed in the Atika ethos. This not only boosted sales but also inspired many to pursue their fitness goals with Atika gear.

### *International Success*

The growth of Atika wasn't limited to their home country. By 2030, Atika had made its mark in international markets. They opened stores in major cities around the world and had a strong online presence, catering to a global customer base.

Their product lines expanded further, including specialized gear for a wide range of sports, from running and soccer to yoga and weightlifting. They also introduced innovative technologies like moisture-managing fabrics, anti-odor treatments, and seamless stitching, solidifying their reputation for both performance and style.

### *Giving Back*

As Atika flourished, the founders never forgot their humble beginnings. They established the Atika Foundation, which focused on supporting sports education in underprivileged communities. They provided equipment, scholarships, and mentorship programs to aspiring athletes who lacked resources.

### *A Legacy of Passion and Perseverance*

The story of Atika is not just about a sport attribute company; it's a testament to the power of passion, perseverance, and friendship. Dastan, Meirbek, and Danagul's journey from university dorm room sketches to an international sportswear sensation is an inspiration for aspiring entrepreneurs, designers, and athletes alike.

Their brand stands for more than just fashionable athletic wear; it represents the spirit of adventure, the courage to dream big, and the belief that with unwavering determination, anything is possible. Atika is more than a company; it's a symbol of what can be achieved when individuals come together with a shared vision and the drive to turn that vision into a reality.



### Sports Experience Color Palette








coolshark

★ 3 Favorites 0 Comments

Login to add palette to your favorites.

### Colors in Palette

Color	Hex	RGB
	#0e2f44	(14,47,68)
	#800000	(128,0,0)
	#333333	(51,51,51)
	#bada55	(186,218,85)
	#ffa500	(255,165,0)



Blue color often associated with calmness, stability, trust, and intelligence. It's used in many sports arena and locker rooms possible to promote calmness and focus.

Red color often seen as aggressive, intense, and passionate. Some studies have suggested that team wearing red could have a slight advantage due to the color's associations with dominance and aggression.

Yellow is a bright and highly visible color often associated with energy and alertness. In sports settings, it might be used in uniforms or equipment to capture attention quickly.

Fonts:

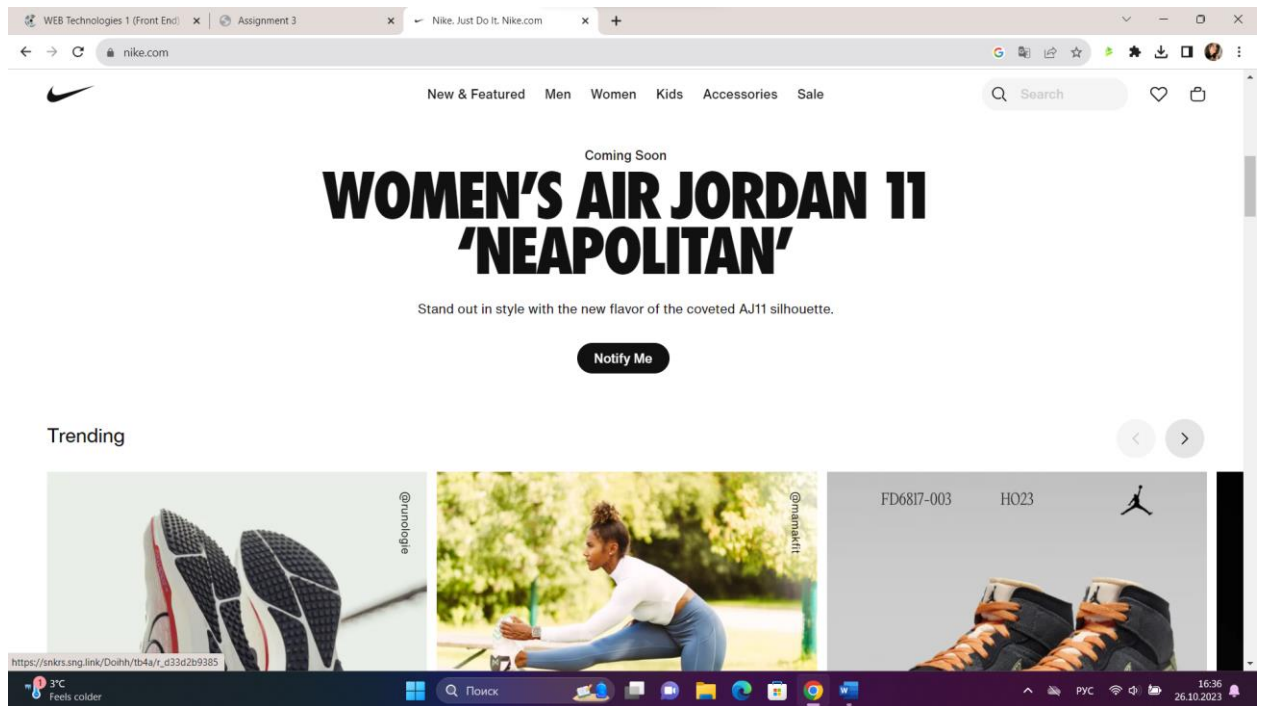
<https://fonts.googleapis.com/css?family=Mont&serrat=swap>

<https://fonts.googleapis.com/css?family=Eb&garamond=swap>

<https://fonts.googleapis.com/css?family=Space&mono=swap>

## SWOT Analysis

“Nike” website:



Strengths:

- **User-Friendly Design:** Nike's website has a clean and user-friendly design, making it easy for users to navigate and find products.
- **Responsive:** The website is responsive and adapts well to various screen sizes and devices.
- **Rich Visual Content:** Nike effectively uses high-quality images and videos to showcase its products, enhancing the user experience.
- **Customization:** The website allows users to customize certain products, enhancing user engagement.
- **Strong Branding:** The website reflects Nike's strong brand identity, which is appealing to its target audience.

Weaknesses:

- **Overwhelming Content:** In some cases, the website's vast product range and numerous options can overwhelm users.
- **Complex Menus:** The menu structure can be complicated, making it challenging for some users to quickly find what they're looking for.
- **Load Times:** The site may suffer from slow load times, especially during peak traffic.

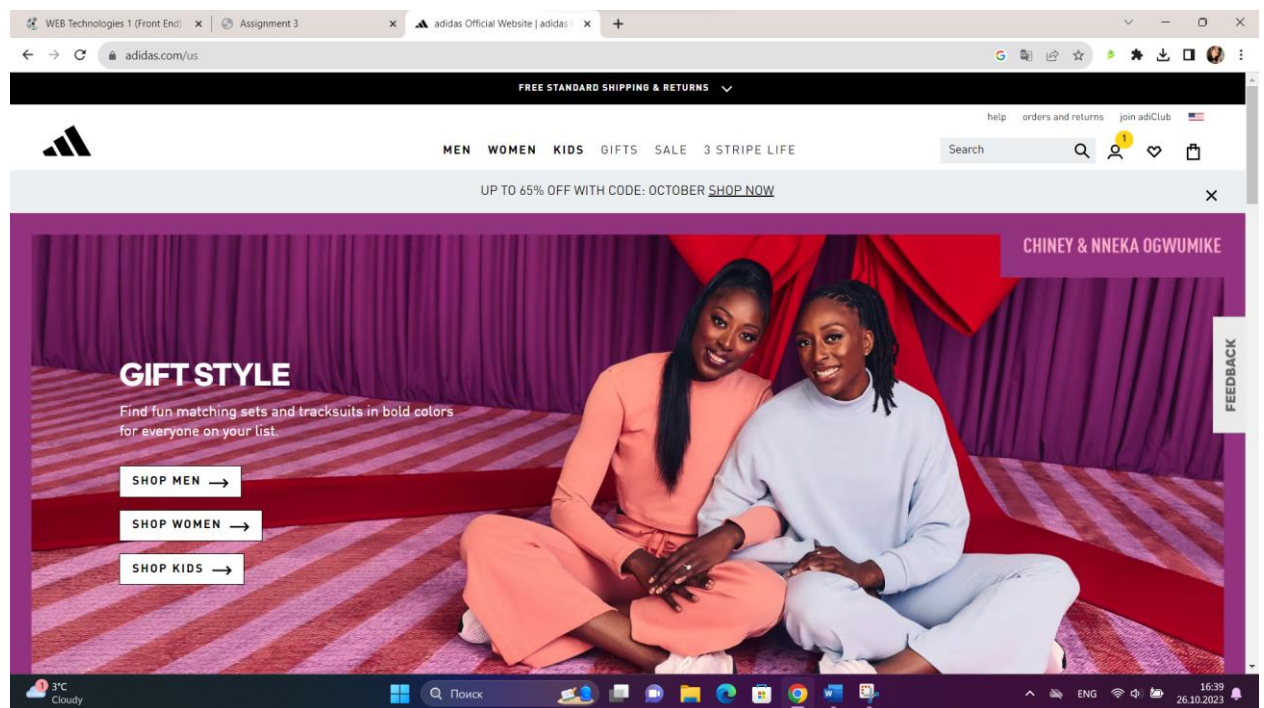
Opportunities:

- **Enhanced Personalization:** Nike can further improve personalization features to provide a tailored shopping experience.
- **Improved Search Functionality:** Enhancing the search bar's functionality could help users find products more easily.
- **Incorporate User Reviews:** Adding user reviews and ratings can boost trust and confidence among potential buyers.

#### Threats:

- **Competition:** Intense competition from other sportswear brands may challenge Nike's market dominance.
- **Cybersecurity:** The website needs to continually address cybersecurity concerns, given the potential for data breaches.
- **Changing Consumer Preferences:** Rapid changes in fashion trends and consumer preferences may affect the relevance of Nike's product offerings.

#### “Adidas” website:



#### Strengths:

- **Sleek Design:** Adidas' website boasts a sleek and modern design that aligns with its brand image.
- **Quick Load Times:** The website generally loads quickly, providing a smooth user experience.
- **Effective Product Filtering:** Adidas offers robust filtering options to help users narrow down product choices.
- **Sustainability Information:** Adidas prominently highlights its sustainability efforts, appealing to eco-conscious consumers.

### Weaknesses:

- **Limited Customization:** In contrast to Nike, Adidas offers limited customization options for its products.
- **Occasional Navigation Issues:** Users may encounter navigation issues when trying to move between product categories.
- **Multilingual Support:** Some language support may be limited, impacting the international user experience.

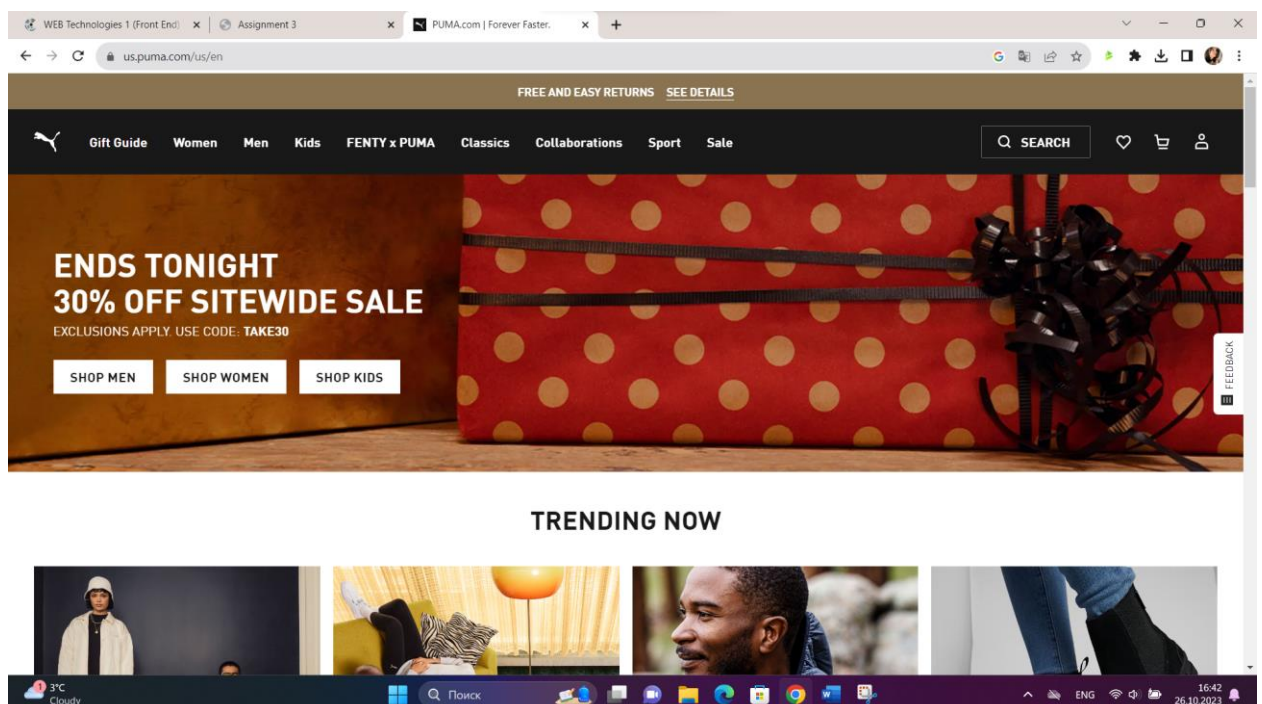
### Opportunities:

- **Expanding Customization:** Adidas could explore expanding its product customization options to compete more effectively with rivals.
- **Localization:** Investing in localization to cater to a broader global audience could drive growth.
- **Improved Content Organization:** Enhancing content categorization and organization can help users find products more easily.

### Threats:

- **Market Saturation:** The sportswear market is highly competitive, making it challenging for Adidas to maintain market share.
- **Economic Factors:** Economic downturns can affect consumer spending on non-essential items like sportswear.
- **Supply Chain Disruptions:** Ongoing supply chain disruptions can impact product availability and shipping times.

### “Puma” website:





### Strengths:

- **Clean and Intuitive Design:** Puma's website features a clean and intuitive design that appeals to users.
- **Seamless Navigation:** The website offers a straightforward navigation structure, making it easy to find products.
- **Mobile Optimization:** Puma's website is well-optimized for mobile users, enhancing accessibility.
- **Prominent Sales and Promotions:** Puma effectively highlights sales and promotions, attracting cost-conscious consumers.
- **Social Media Integration:** The website integrates social media content, engaging users with the brand's lifestyle.

### Weaknesses:

- **Limited Product Range:** Puma may have a more limited product range compared to Nike and Adidas.
- **Customization Options:** Like Adidas, Puma provides limited customization options for products.
- **Content Depth:** Some product listings lack in-depth information that may be important to buyers.

### Opportunities:

- **Diversification:** Expanding the product range could attract a broader customer base.
- **Enhanced Product Descriptions:** Adding comprehensive product details can improve customer confidence and reduce returns.
- **International Expansion:** Focusing on expanding globally can drive growth for the brand.

### Threats:

- **Fierce Competition:** Puma faces fierce competition from established giants like Nike and Adidas.
- **Economic Uncertainty:** Economic downturns can affect consumer spending and impact Puma's revenue.
- **Counterfeit Products:** Puma must continually combat the presence of counterfeit products in the market to maintain brand integrity.

## Features

From Nike's Website:

1. Customization Options: Implementation a product customization feature that allows users to personalize items, such as shoes or apparel.
2. Rich Visual Content: Using high-quality images and videos to showcase products, creating an engaging and visually appealing website.
3. User-Friendly Design: Creating a clean and user-friendly design with an intuitive navigation menu for easy access to product categories.

From Adidas' Website:

4. Quick Load Times: Prioritizing website performance to ensure fast load times, contributing to a smooth user experience.
5. Effective Product Filtering: Developing robust filtering options to help users easily sort and narrow down product selections.
6. Sustainability Highlights: Consideration integrating a sustainability section to showcase eco-friendly initiatives and products.

From Puma's Website:

7. Mobile Optimization: Ensuring our website is optimized for mobile users, providing a seamless experience across devices.
8. Sales and Promotions: Highlighting sales, promotions, and discounts prominently to attract budget-conscious shoppers.
9. Social Media Integration: Integrating social media content to engage users with lifestyle and brand-related updates.

Additional Features:

10. Localization: Consideration adding multilingual support and localization features to cater to a broader global audience.

## **Services and set of products**

### *Digital Marketing Services:*

- Definition: Digital marketing services encompass various online strategies and techniques to promote and grow a brand's online presence, including SEO, social media marketing, content marketing, email marketing, and paid advertising.
- Explanation: Businesses use digital marketing services to reach and engage their target audience on the internet, driving website traffic, leads, and sales.

### *E-commerce Solutions:*

- Definition: E-commerce solutions provide a platform and tools for businesses to create and manage online stores, enabling the sale of products and services over the internet.
- Explanation: E-commerce solutions empower businesses to establish an online retail presence, manage inventory, process payments, and deliver products to customers.

### *Cloud Computing Services:*

- Definition: Cloud computing services offer access to computing resources like servers, storage, databases, networking, and software over the internet, eliminating the need for physical infrastructure.
- Explanation: Cloud computing services enable businesses to scale and deploy applications, store data securely, and access computing resources on a pay-as-you-go basis.

### *HR Outsourcing Services:*

- Definition: HR outsourcing services involve delegating HR functions, such as payroll, benefits administration, recruitment, and compliance, to third-party providers.
- Explanation: Companies use HR outsourcing to reduce administrative burdens, lower costs, and focus on core business activities.

### *SaaS (Software as a Service) Applications:*

- Definition: SaaS refers to software applications hosted on the cloud and delivered over the internet as a service, eliminating the need for installation or maintenance.
- Explanation: SaaS applications offer businesses accessible and cost-effective tools for various purposes, including project management, CRM, and collaboration.

### *Cybersecurity Solutions:*

- Definition: Cybersecurity solutions encompass a range of products and services designed to protect systems, networks, and data from cyber threats and breaches.

- Explanation: In an increasingly digital world, businesses rely on cybersecurity solutions to safeguard sensitive information and ensure data integrity.

#### *Business Consulting Services:*

- Definition: Business consulting services provide expert advice and guidance to companies on matters such as strategy development, operational efficiency, and market entry.
- Explanation: Business consultants help organizations solve complex problems, make informed decisions, and achieve sustainable growth.

#### *Health and Wellness Products:*

- Definition: Health and wellness products include dietary supplements, fitness equipment, wearables, and personal care items designed to support a healthy lifestyle.
- Explanation: Consumers use these products to maintain and improve their physical and mental well-being.

#### *Education and E-Learning Platforms:*

- Definition: Education and e-learning platforms deliver online courses, training programs, and educational resources to learners of all ages and backgrounds.
- Explanation: These platforms provide convenient and flexible ways to acquire knowledge, skills, and certifications.

#### *Content Creation Services:*

- Definition: Content creation services produce written, visual, and multimedia content for businesses, including articles, videos, infographics, and social media posts.
- Explanation: High-quality content is essential for engaging audiences, building brand authority, and enhancing online visibility.

#### *Green and Eco-Friendly Products:*

- Definition: Green and eco-friendly products are designed with environmentally sustainable materials and manufacturing processes, reducing their impact on the planet.
- Explanation: These products cater to environmentally conscious consumers who seek to minimize their ecological footprint.

#### *Logistics and Supply Chain Solutions:*

- Definition: Logistics and supply chain solutions optimize the movement, storage, and management of goods from production to consumption.
- Explanation: Businesses rely on these solutions to streamline operations, reduce costs, and improve delivery efficiency.

## Gallery

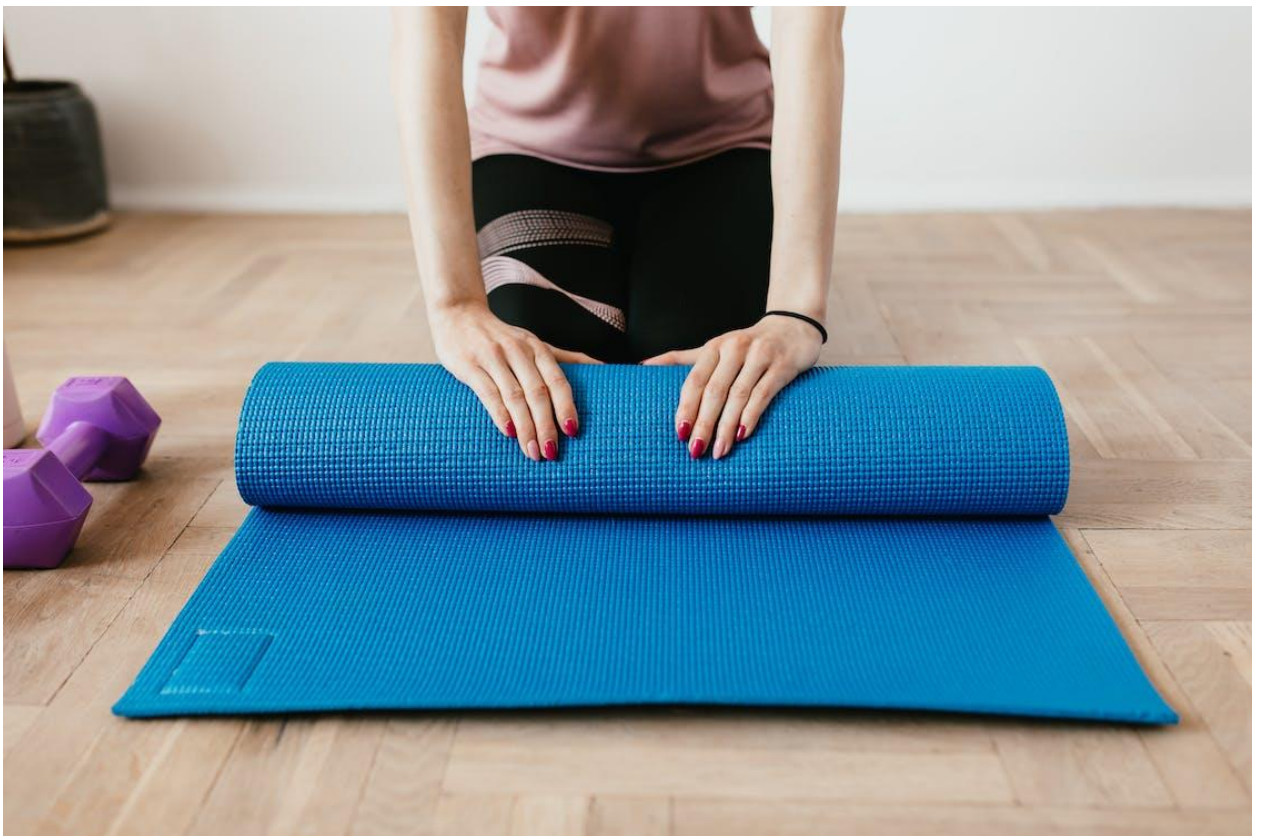










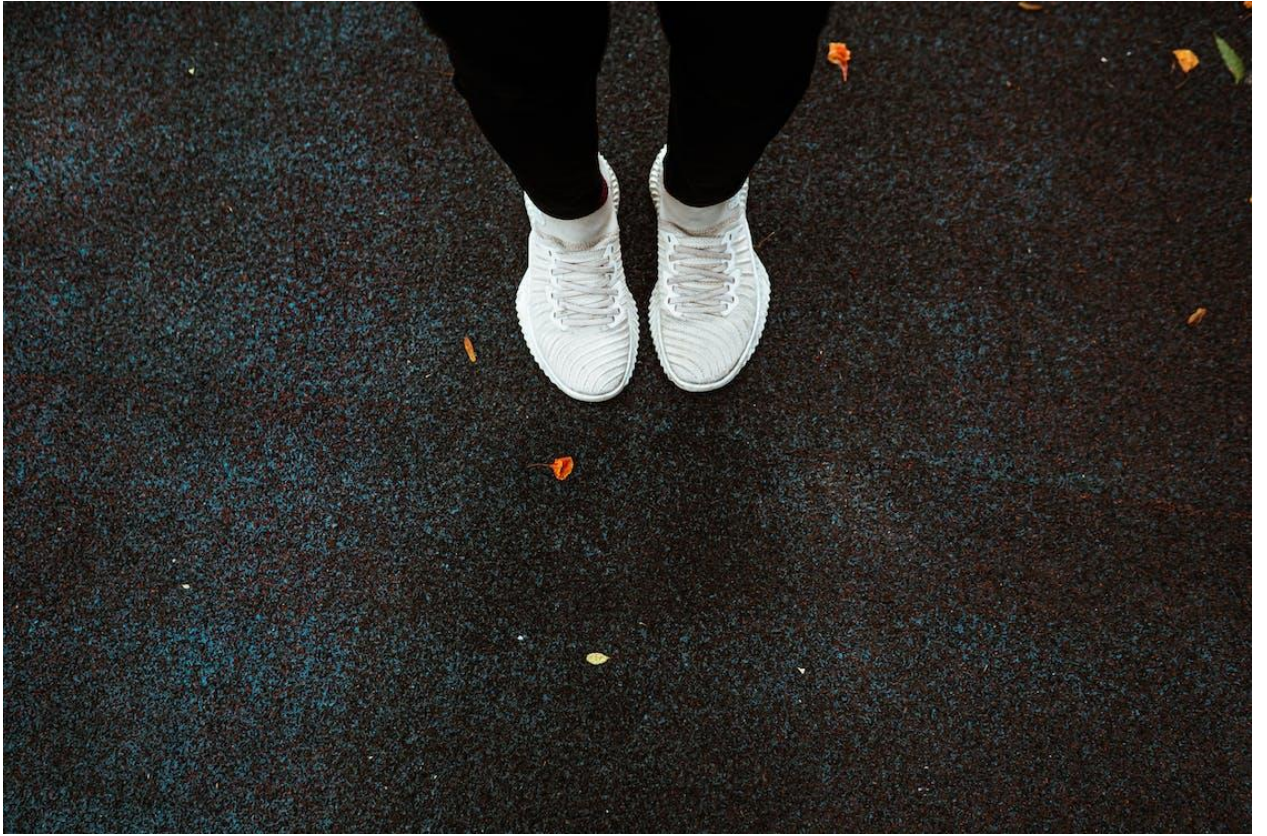












## Resources

<https://www.nike.com/>

<https://www.adidas.com/us>

<https://us.puma.com/us/en>

<https://fonts.google.com/>