



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600 TECHNOLOGY ENTREPRENEURSHIP

TECHNOLOGY BLUEPRINT SKIPPING ROPE XI



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1.0 EXECUTIVE SUMMARY

This report is dedicated to discussing Skipping rope's new product development which is the skipping rope or jumping rope is to help users to use two functions at the same time which is set timer while keeping count on his or her jumps simultaneously. Research and development phase were undertaken against product making due to providing a successful product to be sold on the market. A survey has been conducted and showed that 38.1% of the respondents are interested in using the product if the product is useful for their workouts. The survey also identified that the respondents prefer both heavy and light skipping rope. Also, they chose the weight based on their comfortability and definitely they need the product to be in the market. In addition, product technology is developed by conducting research and also asking for the opinion of electrical technicians and engineers to obtain the perfect material and the appropriate technology that suits the product. Through performing the survey, feedback received from the respondents to develop the product design and make it more appealing because the apps are compact and user-friendly. Moreover, a standard market testing was conducted to identify the accuracy of applying the product in the world and to identify the improvement that can be applied towards the product.

1.1 Business Product and Concept Description

Keep ahead and observing the developments taking place in the market is one of the cornerstones of success. Skipping rope XI focuses on serving CrossFit and Fitness fanatics to be able to purchase a good quality skipping ropes through both online and at physical stores. Other than that, the concept the company is going for is we want to suggest is to analyse the existing home distribution environment in order to build a plan that will make a difference to the business

1.2 Target Market and Projection

People who are overwhelmed with their jobs who have not enough money to shop their food stores or the items they want are my first customer consumer preference. Often, because of busy crowds they don't want to go to the physical stores to purchase. Online websites that's been provided as a medium for consumers to purchase products were set up to ensure customers are able to purchase it without the hassle to go to sports shop to look for the item if it is still available or not. CrossFit junkies and Fitness fanatics are usually at the age range of twenty to thirty years old who loves building up their muscles. Based on the survey and feedback from

my respondents, most of the respondents do work out and prefer using skipping rope for substitution equipment to use when they are out and in the gym. And my forecast, perhaps to three years depending on consumer acceptance

1.3 Competitive Advantage

The company's small overheads have earned it a strategic advantage over many distributors. Gain, maintain, retain a competitive edge to maintain a competitive edge, enterprises need to innovate. Hence, the Skipping rope XI with its three in one purpose. The difference of Skipping rope XI is the quality it has and being price at RM30.00, any range of level of income are able to purchase it.

1.4 Management Team

The management team will be the core of the company in every successful business or business which will drive the company to achieve its goal. The executive committee is the collective of people that work at the highest levels of an enterprise and are responsible for the day-to-day handling of employees and the retention of responsibilities for core corporate functions. There are five managers in the company. The general manager is Ilya Natasha Ibrahim. Administration manager is Nurhazly Bt Tumpang. Operation manager is Muhammad Izrul Hafiz B. Hamzah. Marketing manager is Nadhirah Izzati Bt Razali and financial manager is Nabila Natasya Bt Mohd Azhari

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2.0 PRODUCT OR SERVICE DESCRIPTION

Currently the phenomenon of most Malaysia people has a tendency to not workout has incredible increased. The main reason why people skip workout is because they are too busy with school work or work. Malaysian need to make it a habit to spare at least thirty minutes to work out and this is where skipping rope comes in handy and convenient. Furthermore, based on the World Health Organisation (WHO) classification, the incidence of overweight and obese in adults (18 years and older) was 30% and 17.7% each in 2015 (National Health & Morbidity Survey [NHMS] 2015), relative to 16.6% and 4.4% in 1996 (NHMS 1996), respectively.

2.1 Detail of product or services to be produced

Skipping rope XI is meant as an application to support people with little time everyday who want to shop their needs in the chosen store they choose. Essentially, we are here to support customers via the online buying of one of our accessible options. The applications' interface is initially very user-friendly and simple to comprehend. The software is really basic but it's got a full layout of all you need from start to finish.

2.2 The application of the service and describing the primary end use

The skipping rope's main function is to ensure that consumers are able to use two functions at the same time which is the counting jumps and a timer. For this particular product, consumers are able to set their own time to alert them once the time that is being set is over. For example, one sets a one-minute timer, once it is done, they'll be alerted by a beep sound. Once the sound is heard, the consumers are able to stop and check the amount of jumps they have done for a solid minute. Moreover, skipping rope can improve lower-leg muscle elasticity and strength, leading to reduced risk of injury to the lower-leg. It strengthens the calf muscles frequently and increases the elasticity of the tendons and fascia that surrounds them. Next, it helps boost coordination. It's a cyclic exercise, meaning that one's doing it at a steady, regular cadence. The steady jumping rope diction and pace that greatly boost coordination between your hands, feet, and eyes. Third, it can enhance one's cognitive function. This includes learning new motor patterns, which strengthen the coordination of the nervous system between your brain, wrists and lower leg muscles. It in turn assists to boost the overall cognitive performance, which is a major advantage as we age. Fourth, skipping rope can help to improve circuit-training workout intensity. Such as workouts of strength-training that vary between