



اَبُو سَيِّدِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **ENT600 TECHNOLOGY ENTREPRENEURSHIP**

### **BLUEPRINT**

#### **Multi-features Skipping Rope**

**FACULTY** : FSR  
**PROGRAMME** : BACHELOR OF SPORT MANAGEMENT  
**SEMESTER** : 05  
**GROUP** : N4SR2415M2B  
**STUDENT NAME** : MOHAMAD IZRUL HAFIZ BIN HAMZAH  
**STUDENT ID** : 2019722973  
**LECTURER** : MADAM NORHANIZA MD AKHIR  
**SUBMISSION DATE** : 29 JUNE 2020

## **ii. EXECUTIVE SUMMARY**

The product that being sell by this company is multi-feature skipping rope. There are three additional function in this product which are heartbeat monitor, jumping counter and body temperature monitor. The target market of this product is people that involve in sport activities especially teenagers and adults. There is no product of skipping rope in the market that provide three functions altogether in market nowadays. This is the first product that come with three important functions for human. The price of this product is RM85. The profit of this products is 30% of the product price which is RM35. There are six top managements team in this company and we also have partners with another company that will manufacture our product. The company that will manufacture our product is DF Robotic Company.

**CONTENTS**

- 1.0 PRODUCT OR SERVICE DESCRIPTION ..... 1**
- 2.0 TECHNOLOGY DESCRIPTION..... 2**
- 3.0 MARKET ANALYSIS AND STRATEGIES ..... 2**
  - 3.1 CUSTOMERS ..... 2**
  - 3.2 MARKET SIZE AND TRENDS..... 3**
  - 3.3 COMPETITION AND COMPETITIVE EDGES ..... 4**
  - 3.4 ESTIMATED MARKET SHARE AND SALES..... 5**
  - 3.5 MARKETING STRATEGY ..... 6**
- 4.0 MANAGEMENT TEAM ..... 7**
  - 4.1 ORGANIZATION ..... 7**
  - 4.2 KEY MANAGEMENT PERSONNEL ..... 7**
  - 4.3 MANAGEMENT COMPENSATION AND OWNERSHIP ..... 10**
  - 4.4 SUPPORTING PROFESSIONAL ADVISORS AND SERVICES ..... 11**
- 5.0 CONCLUSIONS ..... 11**
- 6.0 APPENDICES ..... 12**

## **1.0 PRODUCT OR SERVICE DESCRIPTION**

The product that will be sold is multi-feature skipping rope. This product have many function that will help the users to easily monitor the number of jumping and their health condition. There are three technology have been implement in this product which are heartbeat monitor, jumping counter and body temperature detector. The primary use of this product is for the exercise. During exercise, body condition of the person also need to be monitor. It will be dangerous for the person to keep exercise if their health condition is bad. By using this product, it will be easily for them to make sure their health condition is good to keep doing the exercise.

Product design refers to the conceptual translation of a new product idea or concept. The criteria that must be taken into consideration are performance, reliability, safety in use, durability and special features. This product design have been added with a few features to make life easier. Heartbeat, temperature and jump counter will be added in this product to help the users to monitor their condition while training. All of this feature will be put together at the holder of skipping rope. This holder also will be attach with touch detector to help the feature functioning well and get exact calculation. Through the touch detector, the heartbeat, temperature and jump will be count once the users touch it.

The development costs of this product consist of temperature sensor, heart rate sensor, jump counter, battery and skipping rope. The price of the temperature sensor is RM15 each. The price for heart rate sensor is RM15 each. The jump counter price is RM5 each. Skipping rope price is RM10 each and lastly, battery lithium 3V price is RM5 each. So, the total cost of product supplies for one product is RM50. The price we will be sell this product is RM85. RM15 for our partner and RM20 for our company for each product.

Safety and durability of this product also high because it will use lithium 3V battery which is the battery that have been used in watch product. This type of battery is very hard to be explode. If the battery low, the user can see it through the feature when it became fade and the number cannot be seen clearly. This type of battery also have a high durability compare to other type of battery. It can be used for eight to ten years depend on the users. If they used this product frequently, the lifespan of the batteries will be short. Once the battery become low, the user can replace it with the same type of battery.

## **2.0 TECHNOLOGY DESCRIPTION**

For the technology description, heart rate, temperature detector and jump counter are the most important technologies that will attract the customer to purchase this product. At the touch detector, heart rate sensor will be attach together and the result will be show at the display that already been implemented at the skipping rope holder. The temperature sensor also will be attach at the touch detector and then the result will be shown at the display.

For the jump counter, once the rope rotate, it will start to count. The technology will be attach between the holder and the rope. This item will hold the rope and detect if there any rotation on the rope or not. The result also will be shown in the display same like the other features.

This product performance is very high because the touch detector that will be used very high quality to get the exact condition of the user. When the user touch the detector, all of the features will be run and show their condition of heartbeat, temperature and also jumping if the user start to jump. If the user not jumping, it will show zero at the jumping image in the feature. But, their heartbeat and temperature will be running even he or she did not jumping.

## **3.0 MARKET ANALYSIS AND STRATEGIES**

### **3.1 CUSTOMERS**

The target customer of this business is the person that involve in sport as leisure or competitive participant. Most of the people that involve in skipping rope exercise are teenagers and adults. For the children and old people, they will prefer to do another types of exercise. For the users of this product, it will help them to monitor their heart beat, body temperature and count the number of jumping while doing skipping rope training. This product is very helpful for them to make sure their health in good condition while doing the training.

The consumer can purchase this product through online shopping application such as Shopee and Lazada. They also can purchase through company website at [www.ropetech.my](http://www.ropetech.my). In this website, we will give details information and also maintenance that needed for this product. So, consumers who live at oversea also will be able to purchase multi-function skipping rope through this platform. We also open a store to sell this product in Kuala Lumpur area. For the consumer that live in this area, they can walk in to our store to purchase the product. Nowadays, the most efficient one of the channel that can be used to sell this product is online shopping