UNIVERSITI TEKNOLOGI MARA

I-ROPE

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1.0   EXECUTIVE SUMMARY

I-Rope is created to overcome the problem faced by the consumer which is currently using the basic skipping with only one purpose. They also must use separated equipment to perform one activity such as skipping. So, this business of I-Rope product will present to the customer about the benefits of using this product with minimal issues. This product can by used with three in one of its function which is it can be used by using the new technologies implemented in this I-Rope which are a pedometer and a timer. By using this product, the consumer can perform the activity without using separate equipment. The target market for this product will the athletes or the sports teams. The advantage of this product is this product has more than one functions rather than the basic skipping ropes. The potential profitability of this product is it will achieve until around RM800,000 by its annual growth until the third year. Therefore, this management team consists of general manager, administrative manager, financial manager, operational manager, and marketing manager will take their actions to increase their profit, increase this product's reputation, and make this product until worldwide known product.
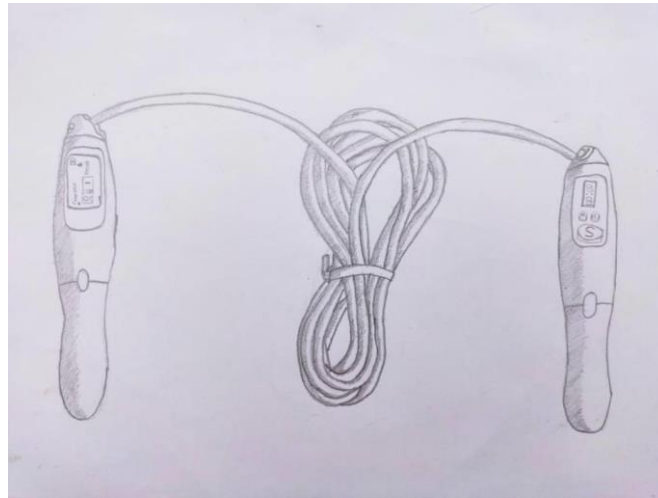
2.0   PRODUCT DESCRIPTION

Figure 1: I-Rope

I-Rope is a skipping rope that is innovated that includes three sports equipment that are pedometer, a timer, and basic skipping rope which can records the activity of the consumer using this product. It is because it can measure the consumers or the athletes' performance such as endurance when using this I-Rope. Based on the research and development, it is a process to improvise the technology in this I-Rope which it can gives some good benefits and advantages for industry and business. Although it can be a risk, but it will give good rewards if the product achieves its sales and production objectives. Form the observation, the consumer demands on something that can give advantages and convenience to the consumer.

The idea of implementing the new technology into the skipping rope rather than attaching it on the handle was discussed to resolve the problem faced with the successful method of acquiring the inputs more about the exercise results. Then, after the consideration made, these three items will be merged into one product instead of using it separately. Currently, there is no new skipping rope features that using these technologies. Therefore, this idea will be implemented to engage with the customer demands and achieve this product sales and production.

3.0   TECHNOLOGY DESCRIPTION

There is some technology that will used in this product such as a pedometer, a timer, and a lithium polymer battery. These technologies are used to ensure the product will get attention from the sports individuals and teams. It is also will give the skipping rope having new features. With that, it will attract the target customers to buy this product.
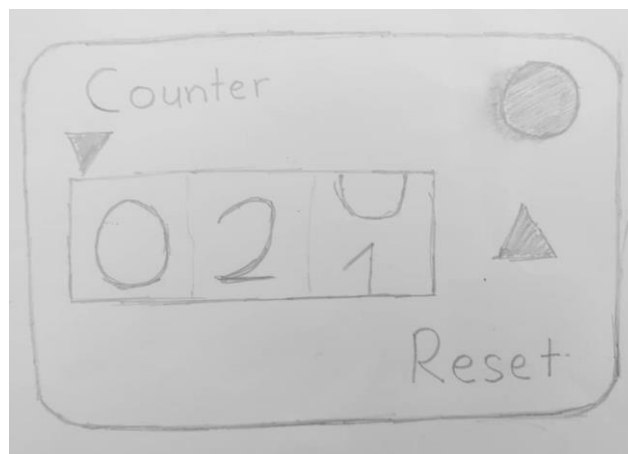

Figure 2: The Pedometer of I-Rope

The first technology used in I-Rope is a pedometer. Pedometer is defined as a counter to count something that done by the individual or group. It is using the mechanical sensor to detect the steps done by the individual or group. In the display, there are one button and counter display used in the pedometer. The button is used to reset the number of the counter in the display while the counter display is used to show the total number of the counter completed.