



اَوْبُنْزَسِيْتِي تَيْكْنُوْلُوْجِي مَارَا
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EZSPORTS ENTERPRISE

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TABLE OF CONTENTS

1.0	EXECUTIVE SUMMARY	1
2.0	PRODUCT DESCRIPTION	2
2.1	Detailed Product Description	2
2.2	Product Application.....	3
2.3	Unique Feature of the Product	3
2.4	Product Development.....	3
2.5	Other Pattern and Proprietary Features of the Product	3
2.6	Opportunities for The Product’s Expansion.....	3
3.0	TECHNOLOGY DESCRIPTION	4
4.0	MARKET RESEARCH AND ANALYSIS	4
4.1	Customer.....	4
4.2	Market Size and Trends	5
4.3	Competition and Competitive Edges	5
4.4	Estimated Market Share and Sales.....	6
4.5	Marketing Strategy.....	7
5.0	MANAGEMENT TEAM	8
5.1	Organisation	8
5.2	Key Management Personnel.....	8
5.3	Management Compensation and Ownership	11
5.4	Supporting Professional Advisors and Services.....	12
6.0	CONCLUSION.....	13
7.0	REFERENCES	14
8.0	APPENDICES	15

1.0 EXECUTIVE SUMMARY

EzSports Enterprise is a company that selling goods sporting equipment. The Agility Ladder is a product made for those individuals engaged in sporting activities. Our main objective is to succour people who loves to exercise and importantly, to achieve the performance to the standard expected by the customers and also exceed customer satisfaction.

The target market for this product is for athletes. The Eztech agility ladder can compete with another company because the product has a sensor to count the step that the user made. The product idea is to allow athletes, coaches, and outdoor recreation people to recognise the issue during training. This product helps by using the sensor to count the move the consumer is making.

We are providing sports equipment at lowest price. Correspondingly, EzSports Enterprise is here to provide people with great sporting gear. Our main target is to promote our sporting equipment and gain more profits by providing good and excellent product to customers that will eventually help to increase gross domestic product to the country, and to become a very well-known company all by people across the place later in becoming a successful in upcoming years.

The business is based on partnership where it consists of five members which hold important positions in the company such as General Manager, Administration Manager, Operational Manager, Marketing Manager and Financial Manager. Every person has their own role and responsibilities towards the organization.

2.0 PRODUCT DESCRIPTION

2.1 Detailed Product Description



Characteristic	Description
Colours	Blue, Yellow & Red
Size available	3.0m, 5.0m, 6.0m, 8.0m & 10.0m
Weight	380g - 1210g
Materials	PP + Nylon
Features	<ul style="list-style-type: none">• High-quality PP rungs and nylon straps• Rungs can be moved and changed for preferential needs• Equipped with a carry bag for easy portability• Great tool for athletes to improve foot speed, movement control, lateral response, coordination, and overall balance

2.2 Product Application

The application of the product for Eztech Agility Ladder will be using a lamp sensor to detect from athletes from cheating. The primary end uses we targeting in sports industry which is the use for athletes and those individuals engaged in sporting activities.

2.3 Unique Feature of the Product

The Eztech agility ladder is to increase footwork with ladder quickness. So, the unique of this product is it has sensor to count the steps athlete has made. Besides, we offer the product in more colourful choice and easier to bring it anywhere. The product will be supply to Decathlon.

2.4 Product Development

The Eztech agility ladder currently still in Research & Development (R&D) process. After many research done, the product can be improved in terms of design and function towards physical activity as it can be produce in greater quality and more flexible to use. The process for producing the Eztech agility ladder is an approximately take about 50 productions in a day and required around RM30 for the cost to produce the product. The product will be double checked to ensure the products are in a good condition before ready to the process of packaging.

2.5 Other Pattern and Proprietary Features of the Product

This product is guaranteed long lasting as it used PP + Nylon which is a high quality material. The product is hard and durable. It also easy to fold and carry anywhere. The colour is not easy to fade and good for making outdoor climates.

2.6 Opportunities for The Product's Expansion

The Eztech agility ladder have the opportunities to expand widely in the market as its significant features able to attract more people especially from athletes, students, active person and others to buy the product. The product also can produce in greater quality and be flexible in order to meet the customer needs at once give benefits to them.