



اَوْنِيُوْ تِكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 600 TECHNOLOGY ENTREPRENUERSHIP  
TECHNOLOGY BLUEPRINT**

**DIGITAL SKIPPING ROPE**

**FACULTY** : FACULTY OF SPORTS SCIENCE AND RECREATION  
**PROGRAMMES** : BACHELOR (HONS) OF SPORTS MANAGEMENT  
**SEMESTER** : SEMESTER 5  
**GROUP** : SR2415M2B

**LECTURER** : MADAM NORHANIZA BT MD.AKHIR  
**SUBMISSION DATE** : 29<sup>TH</sup> JUNE 2020

29<sup>th</sup> June 2020

Madam Norhaniza Bt Md.Akhir,  
Head of Director,  
ENT 600 Sdn Bhd

Dear Madam Norhaniza,

Thank you for your interest in our products. I enjoyed speaking with you and I am writing to give you more detailed information about our products, so that you can make informed decision based on your company's need. We are pleased with this opportunity to deepen our partnership with you and believe our proposal provides the most comprehensive approach for us to execute the strategy successfully.

On behalf on my company, we offer comprehensive product that will meet all your need. Our proposal will outline how we will solve your problems. We hope to hear from you soon. We will indeed be the greater beneficiary from this association and we can only hope that you will consider us worthy enough to handle this project. We have presented the a brief profile of our company in the hope that you will consider us suited for this offer.

Thank you.

Your Truly,

*Nur Afifah*

.....  
Nur Afifah bt Saufi,  
General Manager,  
NAS Sdn Bhd.

## **EXECUTIVE SUMMARY**

Digital Skipping rope is a sports equipment product. As for this innovation, the products will be attached with the timer as to make differences with other products in market. The concept of company product is “Skip with difference” which help an athlete to improve and enhance their performance during sport. NAS Sdn Bhd is the company that manufacture the sports equipment products that located at Terengganu. The target markets for the product are the population is Malaysian and the specific target customer are athletes. The main competitors are Kettler Digital Skipping Rope and OhhGo Jump Rope Adjustable Digital Counting Jump Rope which are established and had experience in this industry. The Digital Skipping Rope can compete because the demand is high among the athlete and normal people. The profitability of Digital Skipping Rope product is based on the costs and revenue analyses that our business will be able to bring enough revenue to cover operating expenses. . NAS Sdn Bhd will hire some staff to work together to achieve organizational goals. Besides that, under marketing, we will hire 2 workers whereas under the operation, we will hire 6 employees and an employee under financial.

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