



TECHNOLOGY ENTREPRENEURSHIP (ENT600)

BLUEPRINT FULL REPORT

INTELLIGENT SHOES



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EXECUTIVE SUMMARY

1.1 Description of the business and product concepts

This product is called “Intelligent Shoes”, means the shoe is have multiple functions and also use high technology which are chargeable and can connect shoe and smartphone by using Bluetooth. The function of application is to control the functions on the shoes by adjusting the mode and timer. . The functions in our product are acupressure massage and cooling insole. The concept of our product is about health and wellness. By using this product, it will much suitable for people who have busy lifestyle and concern with their health. The shoe is designed as casual shoes so that the consumers can wear anytime and anywhere.

1.2 The target market and projections

The target markets are 30 to 70 years old individuals who have problems with health issues such as blood circulation, hard to sleep and people who easily have cramp muscles. Since old people are more likely to purchase this product, it will be exposed on television since a lot of old people like to watch televisions than social media. This product also sells on e-commerce that will easier for old people. Our Target customers are from medium to high level income because the product price range is affordable for them.

1.3 The competitive advantages

This product will face another producer that will produce a product that more attraction for consumers. However, this product is the first foot massage equipment that can be portable, lightweight and wireless. People will discover the advantages of this product since this product is suitable with their lifestyle. This product is more up-to-date since it is using applications install on smartphone instead of using a remote control.

1.4 The profitability

This business starts with the amount of RM 139,180 for start-up cost. This will be the first amount for creating and developing business of Intelligent Shoes. The price of the shoe is RM 299 per unit. We manage to target the sales in a year will be around RM 1,435,200 with profitability of RM 240,000.

1.5 The management team

The management team consists of four people. Starting with the General Manager, Nur Aisyah binti Mohd Noor who will control the whole business and ensure that the operation for developing “Intelligent Shoes” are on schedule. The Administrative and Marketing Manager, Wan Daniel bin Azwan will assist in resolving in any kind of administration-related problems. He also must oversee the current offerings and deals with initiatives for new products and services to make sure the consumers will always choose this product for daily use. He need to establish marketing goals based on past performance and market forecast. The Financial Manager, Siti Mawaddah binti Ishak will predict the future financial trends in terms of profit or loss. Her main task is to collect and interpret all the financial information. Lastly, the operation manager, Mohd Khilmie bin Kasbolah. His job is to make sure all the operation of developing and creating Intelligent Shoes. He will closely deal with General Manager to implement policies, procedure and systems. He also has to analyze the process of workflow, employee and space requirements and equipment layout.

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