



اُنْبُوْا سَيِّئَاتِيْ تَكُوْنُوْا لِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA



TECHNOLOGY – BASED BUSINESS IDEA BLUEPRINT

ENTREPRENEURSHIP (ENT600)

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES

PROGRAM : BACHELOR IN SCIENCE (HONS.) COMPUTER AND
MATHEMATICAL SCIENCE

PROGRAM CODE : CS249

COURSE CODE : ENT600

COMPANY NAME : ZAMZAM SHOES SDN. BHD

SEMESTER : 06

STUDENT ID : 2018288722

NAME : AHMAD ZULHILMI BIN MOHD NORDIN

GROUP : N4CS2496B1

SUBMITTED TO

TENGGU SHARIFELEANI RATUL MAKNU BINTI TENGGU SULAIMAN

SUBMISSION DATE

29 JUNE 2020

ACKNOWLEDGEMENT

IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

First of all, grateful to Allah S.W.T. for giving me the opportunity and strength to complete this report successfully. All praise is due to Allah, the One who eases all the struggles of the journey by completing this report.

I would like to express the gratitude to my ENT600 lecturer, Pn. Tengku Sharifeleani Ratul Maknu Binti Tengku Sulaiman who have been very helpful and guide me in completing my Blueprint report. Besides, I am really thankful for the endless support from my family who kept me motivated emotionally and spiritually in finishing this report. Furthermore, a millions thank you to all supportive friends who directly and indirectly keep motivated me to give the best for this report.

Lastly, I am very grateful to all the respondents for answering and give their time to answer the questionnaire. They give a full cooperation which help me in completing this report by providing their perspectives regarding the new product.

TABLE OF CONTENT

ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii
LIST OF TABLES	iii
LIST OF FIGURES	iii
1.0 EXECUTIVE SUMMARY.....	1
1.1 DESCRIPTION OF THE PRODUCT CONCEPT	1
1.2 TARGET MARKET AND PROJECTION	1
1.3 COMPETITIVE ADVANTAGES.....	1
1.4 PROFITABILITY	1
1.5 THE MANAGEMENT TEAM.....	2
2.0 PRODUCT OR SERVICE DESCRIPTION.....	3
3.0 TECHNOLOGY DESCRIPTION	6
4.0 MARKET RESEARCH AND ANALYSIS.....	8
4.1 CUSTOMER.....	8
4.2 MARKET SIZE AND TRENDS	9
4.3 COMPETITION AND COMPETITIVE EDGES	11
4.4 ESTIMATED MARKET SHARE AND SALES	14
4.5 MARKETING STRATEGY	19
4.5.1 PRICING.....	19
4.5.2 SALES TACTICS.....	19
4.5.3 SERVICE AND WARRANTY POLICY	20
4.5.4 ADVERTISING AND PROMOTION	21
4.5.5 DISTRIBUTION.....	21
5.0 MANAGEMENT TEAM	22
5.1 ORGANIZATION	22
5.2 KEY MANAGEMENT PERSONNEL	23
5.3 MANAGEMENT COMPENSATION AND OWNERSHIP.....	26
5.4 SUPPORTING PROFESSIONAL ADVISORS AND SERVICES	27
6.0 FINANCIAL PLAN.....	28
6.1 START-UP COST	28
6.2 WORKING CAPITAL	29
6.3 START-UP CAPITAL AND FINANCING	30
7.0 PROJECT MILESTONES	31
8.0 CONCLUSION.....	32

9.0	REFERENCES	33
10.0	APPENDICES	33

LIST OF TABLES

Table 1	The Design and Description of the product	6
Table 2	Market Size and Trends	9
Table 3	The Strengths and Weaknesses of Competitors	11
Table 4	Advantages and Disadvantages of the Intelligence Shoes	13
Table 5	Market Share before Zamzam Shoes Sdn. Bhd enter the market	14
Table 6	Market Share after Zamzam Shoes Sdn. Bhd enter the market	15
Table 7	Sales forecast for the next three years.....	17
Table 8	Estimated market share and sales of Zamzam Shoes Sdn. Bhd for the next 3 years.	18
Table 9	Name and Management Roles	22
Table 10	Career Highlights	23
Table 11	Duties and Responsibilities.....	25
Table 12	Management Compensation and Ownership	26
Table 13	Support Professional Advisors and Services	27
Table 14	Start-Up Cost	28
Table 15	Working Capital.....	29
Table 16	Start-Up Capital and Financing	30
Table 17	Project Milestone	31

LIST OF FIGURES

Figure 1	Design of Outside Footwear	4
Figure 2	Design of Acupressure.....	4
Figure 3	Design of Shoe Charger.....	4
Figure 4	Design of Inside Footwear.....	4
Figure 5	Design of Shoes Box and Shoes Box-Charger	5
Figure 6	Design of Charging Point	5
Figure 7	Design of Component Inside	5
Figure 8	Pie chart for market share before Zamzam Shoes Sdn. Bhd enter the market.....	15
Figure 9	Pie Chart for market share after Zamzam Shoes Sdn. Bhd enter the market.	16
Figure 10	Organizational Chart.....	22

1.0 EXECUTIVE SUMMARY

1.1 DESCRIPTION OF THE PRODUCT CONCEPT

Our product is called as “Intelligence Shoes”, means the shoes that have two different functions which are massaging and cooling. The concept for our product is about solving common problems related to foot and foot pain when walking with shoes. By using this product we create, it will provide a great deal of comfort to consumers, especially those with the following issues when wearing shoes. The concept we use in our products is that we create two functions that are massaging and cooling. It can be controlled through the application we have set up to connect with mobile phones. This application can be uploaded in google playstore or apple store. For the massage function, the user can set the massage strength from high to low. For cooling function, the user can set the temperature between low or normal temperature.

1.2 TARGET MARKET AND PROJECTION

Our target market is individuals 20 years old and above who want to feel comfortable when wearing shoes and also those who have problems with the feet or feet feeling hot when wearing shoes. Our target is also for older people, travellers, people who want to adopt a healthier lifestyle and people who have a busy lifestyle.

1.3 COMPETITIVE ADVANTAGES

Our products will deal with other types of products that have a lot of quality and brand reputation. However, as our new products penetrate the market, people may find out more about what our products offer. Through these competitive advantages, we can further improve our products to satisfy our customers. With the added benefits of our products, it will add more comfort to every user who uses it.

1.4 PROFITABILITY

Our products are different from the shoes available. It has two functions namely massaging and cooling. Both of these simultaneous functions are not currently available in any shoes.