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UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY BLUEPRINT OF SNEAKERS KING SDN. BHD.

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EXECUTIVE SUMMARY

Massage plays an important role to all people in this world. Massage can bring some relieve of pain and improve blood circulation to become more healthy to the people. There are some issues among old and young people in having feet pain problem. Although there are some products in the market like acupressure slipper or massage foot machine but it is still does not meet the consumer's requirement. Hence, Sneakers King Sdn. Bhd. wants to introduce a new product which is "Intelligent Shoes". Intelligent Shoes is lightweight, portable, durable and easy to wear it as it use high quality of material and technology in making this product.

The target market for the Intelligent Shoes are all young and old people in Malacca. Customers who are in the middle level economy to the higher level economy are our potential buyers. We are also focus on the people who are always have tired feet while doing some works and at the same time they want some relaxation on their feet after a long day at work. Other than that, we are focusing on people in the age between 18-70 years old who are high heel-lover, long run or walk, excessive physical activities and wrong posture during some activities. Since Veerapen, Wigley, and Valkenburg (2007) stated that Malaysia have statistic that shows the percentage of people who are having feet pain is higher, the demand to want massage on their feet is highly expected. So, we grab this opportunity to sell this product to retailers and wholesalers.

The Intelligent Shoes could overcome problems faced by young and old people because it uses high quality of synthetic leather as upper shoes, low density of polyurethane bottom (PU) as outsole, cotton laces, and spike insole. It also provide high technology of acupressure engine and charger box that include USB wall charger and wire cable for charging the shoes. The consumer can wear it everywhere without any problem because it has a good material and high technology of trendy shoes design with acupressure massage foot function inside footwear. It also can reduce the foot pain among the consumer especially old people.

The profitability of our company is highly achievable as the sales forecast for year 1 is RM526,584. It is increasing from year 1 until year 3 with increasing the percentage of market share each year. We are confidence to boost our sales every month and year because the demand for foot massage in Malaysia is highly expected in the market.

In addition, our company consists of five important key management roles which are General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Farah Diyanah Binti Hairi plays important roles as General Manager and Administration Manager, Nurul Aziera Binti Saim plays important role as Financial Manager, and Siti Sarah Binti Zainuddin plays important roles as Operational Manager and Marketing Manager. Each of the roles have their own responsibility to manage and plan the business of Sneakers King Sdn. Bhd. so that the management runs smoothly. Lastly, We are also help each other to develop the successful business in the market.