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**TECHNOLOGY ENTREPRENEURSHIP (ENT 600)**

**BLUEPRINT REPORT**



# **FIT-IT-BABY SHOES**

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## **1.0 EXECUTIVE SUMMARY**

Nowadays, parents spend more money when their child in age at first they born until they reach 5 years old to fulfil their basic needs. In order to fulfil all the basic needs with the high living cost, we strongly believe parents may face financial problem. SS Company will provide a new product using Adaptive Fit Technology which is Fit-It-Baby. Fit-it-baby shoes are stretchable and flexible. It can be stretch to 5 centimetres until 7 centimetres depends on the baby's feet by switch on the button at the side of shoe. Fit-it-baby shoes not only stretch the sole but also loosen or tighten the laces accordingly to grip the baby's feet perfectly and comfort. Based on analysis using information obtain in the market survey, SS Company has clear defined our customer segmentation. SS Company are targeting parents who has kids in a group range between 2 years olds- 5 years old since the size of Fit-It-Baby shoes is free size and can be stretch. The price of Fit-It-Baby shoes is quite pricing therefore, SS Company is targeting the customer who in income level group M40 and T20 to be our customer. The profitability will increase year by year as the increase of market share in the industry. Estimation sales of SS Company in 2023 are RM 327,015 as the market segmentation growth year by year. This product created was run by a General Manager and another 4 other manager which is Administration, Operation, Marketing, and Financial Manager. Each of managers has different types of task and play an important role in making this business run well and achieve their target. Last but not least, SS Company really hopes that this product can enter Malaysia's market and next become one of the leading brands of baby shoes product in Malaysia.

## 2.0 PRODUCT DESCRIPTION

Fit-it-baby shoes are stretchable and flexible. It can be stretch to 5 centimetres until 7 centimetres depends on the baby's feet by switch on the button at the side of shoe. Fit-it-baby shoes not only stretch the sole but also loosen or tighten the laces accordingly to grip the baby's feet perfectly and comfort. By applying a microchip of adaptive fit technology, the shoes can sense the wearer's motion and loosen or tighten accordingly to baby's feet and also provides automatic self- lacing to support the baby while walking.

In today's market, baby shoes are more design-friendly and not support and comfort baby's feet. There are a lot of properties of Fit-it-baby shoes to ensure give the maximum support to baby in order to meets customers need and demands such lightweight for baby's feet. A lightweight shoe will provide the baby with maximum comfort & breathable. Also, it will support the baby since there is minimize the load on their feet. As we know baby's feet very soft and sensitive, therefore Fit-baby-shoes offer firm support for the baby's feet but be padded on the heel backs and around the ankles to minimize rubbing, and on the bottom inside for comfort. The material that use is span and textile to ensure the baby get the maximum comfort. Next, Fit-it-baby shoes are water-resistance to keep baby's feet warm and dry. It also prevents baby feet from becoming cold and uncomfortable. Fit-it-baby upper shoe made by rubber and mesh which is more likely water-resistance, soles made by 100% high-grade leather which is durable, heel backs and around the ankles made by span and textile and insole with silicone gel. The uppers and outsoles are stitched together with thread. Stitched ensure the shoes more durable and quality. Fit-it-baby shoes also provide customers with longer battery life than other battery shoe brands. This shoe only needs to recharge their battery once a month and only take 3-4 hours to fully charge.

It takes two months to produce Fit-it-baby shoes through a new product development process. Two weeks to conduct market research on customer needs and demand. One month to run Fit-it-Baby concept testing and marketing testing. The total cost of Fit-it baby shoes to process is RM 300 including RM 50 for market survey, RM 100 for suppliers and customer interviews and the cost of developing the prototype.

The Intellectual Property selected for Fit-it-baby shoes is Patent Innovation because this product is one of the most unprecedented innovations, it is important to protect the idea of this discovery, as well as the practicality of discovering this shoe from other competitors. Patents are the exclusive rights granted to inventions, which are products or processes that provide new ways of doing things or offer new technical solutions to problems. The patent holders have the exclusive authorities on the invention for 20 years, as it is a reasonable period for the invention to remain relevant in the market. With legal protections, patent holders can take legal action against anyone who copies their patented invention. Without this legal protection, competitors can copy the function and design of the shoe without risk and action can be taken.

By 2025, Adaptive Fit Technology will be used for children ages 8-12. The main reason for this innovation is because researchers have found that children's feet are not fixed in size when they are in the age group of 8-12 years.