



اَوْنِبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

**TECHNOLOGY ENTREPRENEURSHIP
ENT600**

BLUEPRINT REPORT

INSOLE A SMART SPORT SHOES

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PROGRAM CODE : CS241
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1.0 EXECUTIVE SUMMARY

In this modern era, people tend to live a healthy lifestyle. Most of them wants to fulfil the '10,000' steps per day challenge. Some of them also loves doing outdoor activities such as jogging, hiking and camping. But due to certain circumstances, they had a problem while doing the activity. Therefore, SoleMate Company decided to provided an improved sport shoes called Insole to the footwear market in order to solve the customers problem. The main problem of the customers is they can not get the exact counting of their steps when using the steps counter mobile applications in their phone and when going to hiking or camping, it is hard to see in the dark. Our main target market is for people who have average income level that live in Kuala Lumpur. We chose people who lives in Kuala Lumpur because they are more likely interested in buying our product. This product will get attention since it is a new innovation that never been done by any shoes making company before. It is also convenient and comfortable for user to use since it does not require any technical energy.

2.0 PRODUCT DESCRIPTION

2.1 Detail of Product

Insole, the new smart sport shoes that will help to count steps taken and with LED lamp. This product will be unique, durable and comfortable to the user. This new smart sport shoes will be embedded with pedometer (a step counter) and attached with LED lamp in front of the shoes.

2.2 Application of the Product

The main function of this smart sport shoes is to help user to count their steps taken every day and LED lamp that will be used to help see better in dark. With the unique features of the product, I believe that this smart sport shoes will attract a lot of customers to purchase the product.

2.3 Unique Features of the Product

The features for this product are it have slip-resistant outsoles, easy pull-tab to help put on or take off the shoes quickly, Insole MMA9553L technology to track the steps and as for the LED lamp the features it has long operational life which is up to 50,000 hours. It also has compact life source and have no radiation since LEDs do not emit ultraviolet or infrared radiation. Other than that, the LEDs lamp are durable against impact and vibration. The innovation made onto the sport shoes is what makes it is different from any other shoes in the market. The uniqueness that this shoe offered will attract more people especially those people who practice healthy lifestyle and loves doing outdoor activities.

2.4 Present State of Development / Product Development

To fully develop this product, it takes around 5 months to 1 year to make sure that this product is fully develop and has been tested before introducing to the customers. The first stage to develop this product is doing research and development where the company want to study and understand the attitude of the customers towards the product that is going to be introduce. When designing the product, we focused on the product performance, reliability, durability, safety and some additional features of the product. Since this product is new and the technology is a modern technology, we have to make sure that the product has no flaws so that it will satisfy the customers need. The next step is doing the concept testing where we conduct a market survey to analyse the customers perception or response towards the product. The cost to conduct this market survey is estimated around RM200. When we finalize the market survey result, the result shows us that majority of the targeted respondents shows a strong acceptance towards the smart sport shoes. Overall, the cost involved while doing the process is estimated around RM2000 to RM3000 since it involved a lot of research and development (R&D).

2.5 Patent of the Product

Insole smart sport shoes will use patent as it is an exclusive right granted for an invention which is a process that provides a new way of doing some things or offers a new technical solution to a problem. As this smart shoe is a new innovation, patent is used to prevent or to stop any others manufacturing, using or selling the same pattern of shoes in Malaysia without the owner's permission.

2.6 Expansion of the Product Line

In the future, this idea of the smart sport shoes might attract any other shoes making company or designer to come out with similar product. In order to make this sport shoes still relevant even in another five years, we will improve in the design of the shoes. Other than making this shoe more comfortable, we will follow the current trend of sport shoes in the future and apply to our shoes to make it more interesting and relevant to the customers. In terms of technology, as the year increases the technology that will be used in the shoes also will be upgraded to a better version.