



## **TECHNOLOGY BLUEPRINT OF FASC, INC.**

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**Faculty** : Faculty of Applied Sciences

**Program** : Bachelor of Sciences (Honors) Biology

**Program Code** : AS201

**Course** : Technology Entrepreneurship

**Course Code** : ENT 600

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 The Business and Product Concepts**

Fasc, Inc. is a company that develop a new product of sport shoes brand which is called smart sport shoe. This smart sport shoe is suitable for running activities and wear as fashion footwear. We as team management had revealed a new technology sport shoe that requires intensity and much more focus to the market. Firstly, the smart sport shoes have high safety and security in which they consist of movement tracker that can detect the location of the users. Secondly, the smart sport shoes also have power of self-lacing that can reduce the waste of time and energy of the users. Thirdly, the smart sport shoes have a massaging system that embedded in the insole for reducing pain. Fourthly, the smart sport shoes have flexible high definition colour in which they can suit the users well due to multiple choice of colours. Fifthly, the smart shoes have moisture wicking system in which they can control the sweat of feet inside the shoes. By applying technology and mixing with science knowledge, more unique product can be produced which can increase the marketing sale. In other hand, the technology and science also can satisfy all the users' need according to new era nowadays.

### **1.2 The Target Market and Projections**

The target market for this smart sport shoe are athletic person and shoe lovers that likely to purchase sport shoe as fashion footwear. By serving these customers well, we manage to balance our production smart sport shoe to sell. We target the athletic person because they are runner and absolutely wear a good sport shoe to perform their performance well. This person can be both male and female. High school student that are runners can also be included. These runners will wear high quality sport shoe regardless their prices. While for joggers, they usually wearing sport shoe for running too. For the shoe lovers or running fashion, they are likely to purchase sport shoe but not for running. Instead of fulfil their style, flexibility, and attractive colours.

### **1.3 The Competitive Advantages**

The Fasc Smart Sport Shoes have power self-lacing feature which based on a modified engine and gear train that at various times senses the amount of tension needed by the foot of the wearer. A button on the tongue can be used by the wearer to either secure or loosen the laces. By simply swiping up or down on the Fi module, a micro motor is used to power up

## 5.0 MANAGEMENT TEAM

### 5.1 ORGANIZATION

Key Management Roles	Names
<b>Chief Executive Officers (CEO)</b>	Mohamad Fouzul Bin Mohd Yusoff
<b>Marketing Manager</b>	NurSyafiqah Binti Ahmad Ghazali
<b>Operational Manager</b>	Noor Azlina Binti Mohd Nayan
<b>Financial Manager</b>	Natasha Binti Jeffery
<b>Administrative Manager</b>	Nur Nadia Farahin Binti Md Rosli

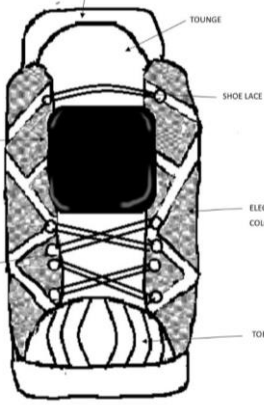

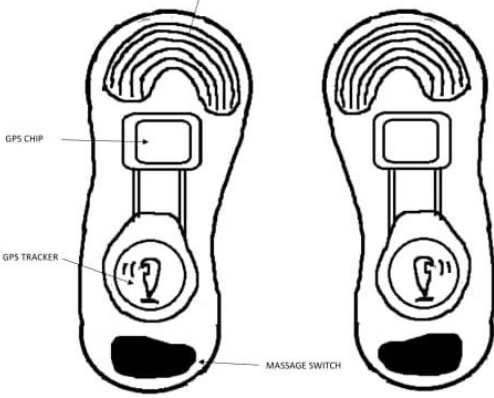
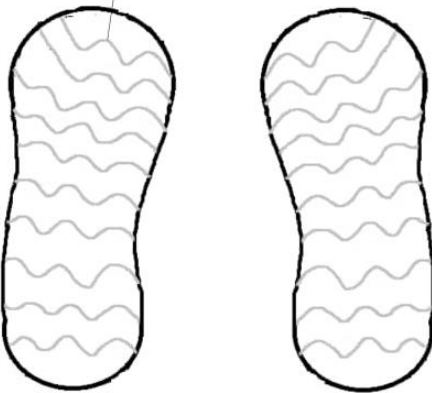
### 5.2 KEY MANAGEMENT PERSONNEL

Name & Positions	Career Highlights
Mohamad Fouzul Bin Mohd Yusoff <b>Chief Executive Officers (CEO)</b>	SPM A-Level BSc (Hons) Business and Management Master of Business Management
NurSyafiqah Binti Ahmad Ghazali <b>Marketing Manager</b>	SPM Foundation Level BSc (Hons) in Marketing
Noor Azlina Binti Mohd Nayan <b>Operational Manager</b>	SPM Foundation Level BSc (Hons) in Business Law
Natasha Binti Jeffery <b>Financial Manager</b>	SPM Foundation Level BSc (Hons) in Accounting
Nur Nadia Farahin Binti Md Rosli <b>Administrative Manager</b>	SPM Foundation Level BSc (Hons) in Business Administration

Name & Positions	Duties & Responsibilities
Mohamad Fouzul Bin Mohd Yusoff <b>Chief Executive Officers (CEO)</b>	Make high level policy and strategy assessments. Report to and keep aware of the board directors. Develop and execute a business strategy and organisational

## 9.0 APPENDICES

### PRODUCT/SERVICE DESCRIPTION

PART OF SHOE	DESCRIPTION
<div data-bbox="280 378 798 837"> <p>2. FRONT</p>  <p>Labels: HEEL NOTCH, TONGUE, SHOE LACE, SELF LACING, EYELETS, ELECTRONIC PAPER FLEXIBLE HD COLOUR WITH NYLON TEXTILE, TOE CAP</p> </div> <div data-bbox="836 394 1323 837"> <p>6. OUTSOLES</p>  </div> <div data-bbox="205 842 729 1341"> <p>5. MIDSOLE</p>  <p>Labels: FOOT STEPS TRACKER, GPS CHIP, GPS TRACKER, MESSAGE SWITCH</p> </div> <div data-bbox="767 842 1249 1341"> <p>4. INSOLE</p>  <p>Label: MASSAGING WAVE (WHEN THE MESSAGE SWITCH IS ON)</p> </div>	
<p><b>UPPER</b></p>	<p>The upper section of the shoe was above the midsole that encloses the foot, holding the shoe in place, and shielding it from dirt, rocks, and elements that are kept together by the laces. The upper is made of mesh for breathability, sturdy synthetic leather, and knits for a smooth. Upper will provide more support for your feet over the long term. The uppers are manufactured from an open mesh material that enhances ventilation.</p>
<p><b>TONGUE</b></p>	<p>The tongue is a distinct strip on the end is the tongue. It makes putting your shoes on and taking them off easier. It also stops the rubbing of the laces against the instep of the foot. Inside the shoe, there is like a foot bed material underneath our foot where our foot lays on.</p>