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TECHNOLOGY BLUEPRINT



UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

TECHNOLOGY BLUEPRINT (HI-TECH SMART SHOE RACK)

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1. EXECUTIVE SUMMARY

1.1. Business and Product Concepts

SmartTech Corp is company venturing new products and innovation to enhance overall lifestyle of the current and future generation. The team produced smart shoe rack to replace current shoe rack in the market. This smart shoe rack is equipped with modern high technology such as auto pickup, QR scanner and alarm system. This product is believed to solve problems in every store room with current technology rack.

1.2. Target Market and Projections

The main targeted market is the shoe store with small storage room or occupied space. In order to perfectly organize their inventory, this product will be able to do that for them. This product will increase the productivity and ensure the safety of the staff. The sales projection expected is RM 106,500.00 with 750 units sold in the first year.

1.3. Competitive Advantages

Smart Shoe Rack is the first in its kind to have wireless access. The QR scanner technology is installed to ease customer and staff choosing and picking shoes. This product is also equipped with alarm system in case of the shoe stuck in the rack. This product will eliminate the use of stairs to pick up shoe in the high portion of the rack, thus it ensure safety of the staff.

1.4. Profitability

The company estimated in the first year of entering the market, profit is already achieved. This is due to the impact given by this technology and demand from all over the place. The company also estimated there is no loss for the next three years and the sales will keep increasing years by years. This is due to the popularity of the product and the performance.

1.5. Management Team

The company divided itself into 4 team led by a General Manager, Human Resource Manager, Marketing Manager, Research and Development Manager and Financial Manager. Every department has its own contribution to ensure the liquidity and quality of the end-product.

2. PRODUCT OR SERVICE DESCRIPTION

2.1 Details of the product.

Nowadays, most of the workers that work in shoe store pick the shoe manually by using stairs. It can make the injury or harm to the worker and also needs more energy to pick the shoe while for the customers, they need to wait for the worker to get the shoe. With this innovation shoe rack, it will reduce the problems since it is automatically handled.

2.2 Application of the product.

The primary use for the innovation shoe rack is arranging of many shoes neatly in small storage. Theoretically if the store room is small, it only can store small amount of shoe. To solve this problem, the innovation of shoe rack has been done. This innovation shoe rack can fix many shoes because the shoes are only wrapping with plastic. Indirectly, it will save the space of store room.

2.3 Unique features of the product.

2.3.1 Performance: The main characteristics of the product or services.

- The main characteristic of this product is by using QR code.
- When the customer wants to buy the shoe, the worker will only scan the QR code on the shoe and It will connect to the system in the innovation shoe rack.

2.3.2 Reliability: The consistency of performance and dependability.

- The innovation shoe rack will only take less than 10 seconds for the worker to select and pick the shoe.
- The customer will no longer need to wait long for the worker to give the shoe.

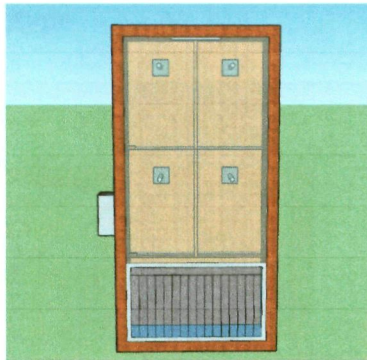
2.3.3 Safety in use: Risk of injury or harm.

- The innovation shoe rack also reduced the injury or harm to the worker since it is automatically handled and save their energy and time to pick the shoe.

2.3.4 Durability: The useful life of the product.

- Every product has their own useful life. For this innovation shoe rack, the estimation life takes about 10 years with provided maintenance.

2.4 Computer image of the product.



2.5 Other proprietary features of the product.

There is another characteristic of this innovation shoe rack which is alarm system. The function of the alarm system is to detect when something failure happen in the innovation shoe rack. Example of failure is the shoe got stuck in the machine, then the alarm will be ring. The worker can fix this problem by open the machine manually.

2.6 Opportunities for the expansion of the product line.

It is a competitive market out there and the entire new product that has been penetrated into the market needs to boast quality to survive the tide. However, the most important thing that can capture market target is applicability.

This innovation shoe rack is one of the innovative products that has been idealized to overcome the problems of time, energy and safety of worker. The reasons why innovation shoe rack is to be introduced is to take the advantage of shoe rack technology, thus to increase market share by offering more choice and updating older product such as normal shoe rack.