



TECHNOLOGY BLUEPRINT PRO - SOCK

Faculty : Faculty Of Sports Science And Recreation

Program : Bachelor Of Sports Management (Hons.)

Program Code : SR241

Course : Technology Entrepreneurship

Course Code : ENT600

Semester : Five (5)

Name : MUHAMMAD AMIRUL NAIM BIN MOHD
SHAWAL (2020983291)

MUHAMAD SHAHRUL BIN AMRAN (2020961183)

AMIRULLAH BIN RAMLI (2018200652)

ABDUL HAFIZ BIN ABDUL LATIF (2020983711)

MUHAMMAD IKMAL BIN MOHD ISA (2020986335)

MUHAMAD IZZAT AIMAN BIN ABDUL RASHID
(2018298962)

Submitted to

DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

July 2021

ACKNOWLEDGEMENT

With the name of Allah, the Most Beneficent and the Most Merciful. Praise to God for providing us with great health and strength to do this business report blueprint proposal for our group assignment.

First and foremost, we would like to thank our lecturer, Dr. Athifah Najwani Binti Shahidan for the valuable guidance and advice. She inspired us greatly in finish our report. Her willingness to motivate us to contribute tremendously to our report. We also would like to thank her for showing us some examples that related to our product.

Besides that, we would like to thank the authority of University of Technology MARA for providing us with a good environment and facilities to complete this report. We would like to take this opportunity to thank the Faculty of Sport Science and Recreation of UiTM Shah Alam for offering this subject, ENT600 Technology Entrepreneurship and gave us the chance to participate and learn even more about how being a successful entrepreneur.

Finally, an honorable mention goes to our families and friends for their support on us in completing this report. Without helps of the people mentioned above, we may face many difficulties in doing this report.

TABLE OF CONTENTS

Page Number

Contents

1.0	EXECUTIVE SUMMARY	1
2.0	PRODUCT OR SERVICE DESCRIPTION	4
3.0	TECHNOLOGY DESCRIPTION	9
4.0	MARKET ANALYSIS AND STRATEGIES	10
5.0	OPERATIONAL PLAN	21
6.0	MANAGEMENT TEAM	28
7.0	FINANCIAL ESTIMATES	37
8.0	PROJECT MILESTONES	46
9.0	CONCLUSIONS	47
10.0	APPENDICES	48

1.0 Executive Summary

Pro-Sock Enterprise is a company that specializes in producing health and fitness products. Recently technology has involved year after year with man-made innovations covering almost every area of human activity in daily life. Sports and entertainment are also indirectly affected by the evolution of technology. From basic fitness equipment or wear such as socks to other sportswear such as sports shoes, a process of research and development is underway to produce more efficient products that can meet the needs of buyers. My company has created a new type of sports sock call as PRO-Sock. The function of these socks is highly demanded from high performance sports enthusiasts so that every athlete should have them because their function is not only comfortable, it protects the feet and it can treat muscle cramps.

1.1 Description of Business and Product Concept

Pro-Sock Company Enterprise is a business that focuses in health and fitness sportswear industry. This product is focus on people who love to involves with sports. The new improvement on this product is come up with the new technology which is attachment of Shin pad and Kailo that can relieve pain via nanotechnology by targeting user body's natural electricity, the function is to treat muscle spasms in the soleus muscle.

Our product is lower in cost, very simple to use, and environment friendly. This business only involves inside country, so the material suitable for all regions especially that has extreme condition. All prices quoted are inclusive of relevant taxes in Malaysia. The customer may pay some amount of deposit before completing the payment. Transportation fees will be charge.

2.0 Product or Service Description

This chapter will explain about the Pro-Sock in greater details and the opportunity of this product to be place in the market.

2.1 Product Details

The products that our company will produce and offer to consumers are Pro-Sock. This sport sock is a designed with new technology which is attachment of Shin pad and Kailo that can relieve pain via nanotechnology by targeting user body's natural electricity, the function is to treat muscle spasms in the soleus muscle. This product was very unique design. Table 2.1 shows the specifications for Pro-Sock which includes the product dimensions to satisfy the market needs.

Name Product	Pro-Sock
Size	Free size
weight	80gram
Colour	White, blue, black and can custom for colour of team
Features	<ul style="list-style-type: none">● Have technology that called a Kailo that can prevent and reduce muscle cramp● Have a build in shin guard to protect muscle and tibia bone area● odourless and have flexibility
Material	<ul style="list-style-type: none">● Material that being used is spandex and cotton for sock● Shin guard material fiberglass and foam● Kailo is a technology patch build in sock

Table 2.1 PRO-Sock Product Specifications