



اَوْنُوْا سِيْنِيْ تَكُوْنُوْا لَوْ كُنْ اِمَارًا  
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## SKIDSPEEDED X21 BLUEPRINT REPORT

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## **EXECUTIVE SUMMARY**

This blueprint is about the detailed explanation regarding our company, Hasten.MY, product which is Skidspeeded X21 treadmill. The first part of this blueprint is about the company background which covers the nature of our business and the industry profile. The second part of this blueprint is about the product description. In this part, the in-depth explanation about the treadmill is presented. Next is the technology description where we explained the technology features added in our product.

In the administration plan, the organization team is shown. Apart from that, we also presented the administration budget which is RM21,522.25. After the administration plan, we explained the operation plan which covers the process planning for manufacturing the treadmill. We also explained in-depth regarding the materials needed, the cost of materials and the cost per unit of our product. The total operation budget comes up to RM19,107.50. In the marketing plan, we presented the target market, market size, market share, sales forecasts, marketing strategies and the marketing budget which is RM 5239.25. All the budgeting is presented in financial plan where we covered the start-up cost which is RM 48,162, the working capitals, the cashflow statement, income statement and balance sheet for three years. The last part of this document is about the project milestone of our treadmill from the beginning to the end of the project.

## 2. PRODUCT DESCRIPTION

### 2.1 Product Details

The concept of our product involved the innovation from existed treadmill with addition on advance technology. When developing the product, we take special consideration on the criteria of performance desired and implemented in design of our own version of treadmill which is Skidspeeded X21. Our product innovation and added features are explain in the Table 2.1 below.

Skidspeeded X21 aims to provide solution to problems that faced by people. When people did not have time to go to gym, they might opt to get treadmill so that they can work out although they are at home. The common problem when it comes to treadmill at home is that the treadmill took up a lot of space. With Skidspeeded X21, it comes with a space saving features where the treadmill can be folded when not in use. The common problem that peoples face when running on a treadmill is that the running performance could not be track. With Skidspeeded X21, the ability to sync the running record to the user's devices has been added in order to solve this problem.

The knowledge and awareness of health can be seen that it is improving year by year. People are more aware of their body composition such as fat and muscle composition and health status rather than just solely relied on body weight. In Skidspeeded X21, several technologies have been added in order to meet the need of the users. The introduction of body composition measurement on the treadmill has been the most highlighted and liked addition. With the body composition measurement built in to the treadmill, users can use the treadmill to work out and to measure their body composition too. The trainings using the treadmill can be set according to their training target based on the body composition result.

<b>General Features</b>	
<b>Product Name</b>	Skidspeeded X21
<b>Version/Edition</b>	1 <sup>st</sup> version
<b>Dimension</b>	196 x 86 x 150 cm
<b>Weight</b>	75 kg (treadmill weight) and support up to 150 kg of the user's weight
<b>Colour</b>	Black and grey