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SMART YOGA MAT BLUEPRINT REPORT

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1.0 EXECUTIVE SUMMARY

Brilliant Sport Company Sdn Bhd is a supplier company which distribute a very multipurpose of Smart Yoga Mat. This product has been created to help people to improve their performance of lifestyle. This multipurpose Smart Yoga Mat is a new product in the global market which this product is new an innovation. This product has many advantages compare to others yoga mat that have been sold in the market. This is because Smart Yoga Mat is multifunction product in order to help to improve their health performance during exercise. The most specialized in our product that it can be foldable that can help customer easy to carry everywhere and also provide music audio that can give enjoyment to the customer while doing yoga. This product is very useful where it will be explained in this report. The purpose of report is to given details and explain about the product description, technology description, market analysis and strategies and team management in this company. So, our target customer for this product is sportsperson, yoga instructor or anybody who love to do yoga. Sportsperson is a person who is involved in sports while a yoga instructor is a lot like a guru which translates to ‘teacher’. A yoga practitioner with a dedicated yoga practice is a yogi or yogini for female practitioners who teach on how to do a right yoga posture. Other than that, in this report will discuss about the market strategies of the company, channel that has been use and market size. Smart Yoga Mat is managed by five top managements which are consists of General Manager, Financial Manager, Marketing manager, Operational manager and Administrative Manager. Last but not least we will state the financial in order to run this business. We are the first Malaysia Company that produce product and we believe that it can be our added values and remain competitive to other existing vibrating foam roller manufacturer.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Detail Product to be Produced

The concept of our product involves the physical design, the artistic design as well as the requirements needed to meet the consumer demands and the value of the consumers. By developing the product, we consider basic criteria for product performance through the design of our own new concept, which is Smart Yoga Mat. Our product creation requirements and explanations are provided in Table 2.1.

Next, Yoga mat is designed for people that do low impact exercise like yoga, tai chi, sit up and other related activities. Even though it is used for low impact exercise, the risk while exercising to the users also can occur. Because of that, users tend to find the latest useful yoga mat that is more sophisticated than other yoga mat that are already commercialized in the market. Not just that, consumers also take safety as the main consideration where it is very important to minimize the risk and protect them while doing exercise. They also wish more advanced features are added as it will look more interesting, and comfortable while using it. As for that, the Smart Yoga Mat is the best choice because it is a foldable yoga mat that can save space and is easy to carry everywhere. Not just that, it is also considered as the unique product where it has a smart pad and music audio where it is connected to the hand phone.

Moreover, Yoga mat is one of the essential equipment that help users in doing low impact exercise. So, usually we see users bring their own rolling yoga mat to the gym or anywhere to do a simple exercise where it is big and heavy to carry. Because of that, it makes it uncomfortable to carry the yoga mat as it keeps re-opening by itself and the binder does not attach to the yoga mat in keeping the yoga mat in place. This could be a huge problem for the users who always use the yoga mat to do exercise and also gives stress to them after using the yoga mat because they need to roll the yoga mat twice or more and hold tightly to let the yoga mat not reopen again.

Thus, we have decided to come out with a Smart Yoga Mat where it is much better than other yoga mat. For this product, it is a foldable yoga mat where it can save space and users can easily carry the Smart Yoga Mat everywhere because the material used is light and does not give burden to the users. Not just that, we also can hang on the body just like carrying a bag because the binder is attached together with the Smart Yoga Mat. So, it will give comfort to the users to