



اَبُو سَيِّدِي تَيْكَوْ لُو كِي مَارَا  
UNIVERSITI  
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## SENKO 3 IN 1 MULTIPURPOSE SPORT SHOES BLUEPRINT REPORT

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**EXCECUTIVE SUMMARY**

We are Senko Enterprise , and we work in the sports footwear industry. Senko Enterprise is a footwear business that provides a sport footwear which target to satisfy the demands of its customers. This company's management team is made up of five important partners: the General Manager, the Administration Manager, the Financial Manager, the Operation Manager, and the Marketing Manager. Each of the colleagues is responsible for carrying out useful items for consumers and also for managing this company. Besides that, in our company, we have released one sporting equipment which is Multipurpose Sport Shoes that employs cutting-edge technology to give consumers with comfort while wearing it. " Senko 3 in 1 Multipurpose Sport Shoes" is the name of our product. So, we produce this product in order to help athletes, universities and others that playing sports to reduce from buying different kind of shoes for kind of sports. With our product it can help give them playing sport using one shoes in 3 kinds of sports. We have set very low pricing in order to entice more people to utilise our products; the prices may be found within if you want to learn more. Because we appreciate our clients, we do not set excessive pricing because we want to establish a brand name that is widely recognised. This is due to the fact that high costs would delay purchases. In this blueprint shows regarding the flow for establish this products. Lastly, we also have set up project milestones in order to make the flow for opening our shop and establish our new products smoothly.

## **1. PRODUCT OR SERVICE DESCRIPTION**

### 1.1. Detail Of the Product to Be Produced/Sold.

The 3-in-1 multipurpose shoes include three different types of soles that are split into three categories. The first is a jogging sole, which allows the user to jog while wearing the shoe. After then, the sole can be modified in response to changes in the environment, such as switching between football and indoor modes. TPU (Thermoplastic Polyurethane) and carbon fibre were used in the material, which allowed it to be lighter than previous shoes. Because the inner sole is formed of 4D foam, the shoes' qualities will help the athlete feel at ease. the situation such as running in track, playing in indoor court or in a pitch. The focused of the shoes is to make the user can become versatile athlete which can change the sole according to the situation needed.

Next, the texture of the outside of the shoes are made of kangaroo leather which can make the shoes more long-lasting because of the leather make the shoes can avoid from any scratch. The leather is not fully cover of the top because the other side of the shoes make the air ventilated more efficiently. Table 2.1 will show more detail and simplify about our product.

<b>Dimension</b>	<b>Details</b>
Product's name	3 in 1 Multipurpose Shoe
Dimension	Light weight, comfortable
Colour	White, Black, Red
Features	Replaceable Soles
Materials	Thermoplastic polyurethane (TPU), Carbon fibre, Kangaroo leather, 4D Foam.

Table 2.1 Description of 3 in 1 Multipurpose Sport Shoes