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UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF APPLIED SCIENCES**  
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**SPKEYS**

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## **1.0 EXECUTIVE SUMMARY**

SPKeyS evolves technology into multifunctional shoes that make people's lives better. As we know, the essential wear of the right shoe can assist in keeping feet healthy and body safe from injury and discomfort. Hence, wearing fit shoes according to activities will be more comfortable while being physically active. Considering the issues of the space needed to put different shoes in the house, feeling uncomfortable while doing activities and missing shoes. Therefore, we focus on invented shoes that are convenient, comfortable and the customer's needs. To meet consumer satisfaction, the innovation of shoes needs to make customer life easier and satisfied.

Next, SPKeyS is the solution as we provided the technology which is GPS tracker, touch screen controller for shoe lace and shoe sole, nanotechnology and sensor humidity. Within the technology SPKeyS shoes reduce the space, time consumer, cost and feel safe and comfortable. The quality of shoes also considered that includes the performances of shoes and the variety of design suit for unisex. The multifunction shoes makes it suitable for students and professionals by only using a touch screen controller to change on the spot the shoe sole according to the activities at that time as they have limited time. The uniqueness of shoes attracts fashionable people, high incomes, and shoe lovers to make our sports shoes as one of their collection shoes. SPKeyS shoes all in one are the benefits consumers have from the issues they faced.

In order to make it successful on our shoes, the contribution of our management team to well planned strategy as SPKeyS shoes are new in the market. We hope that the investor will invest in SPKeyS. Hence, SPKeyS can carry out proper research and development of SPKeyS shoes that will benefit consumers.

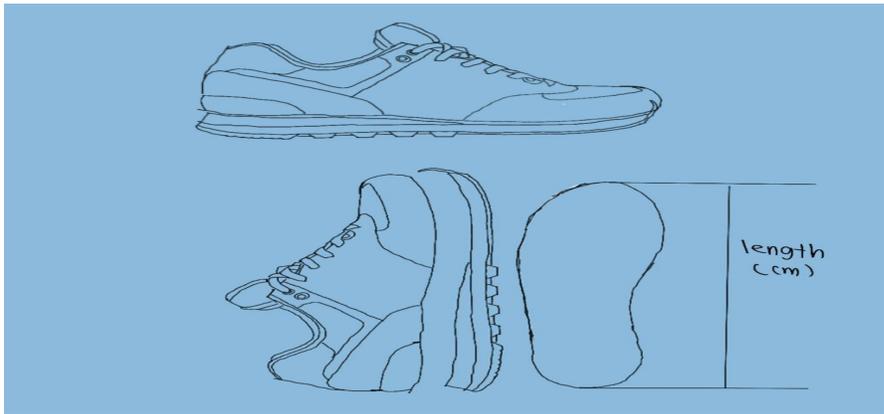
## **2.0 PRODUCT OR SERVICE DESCRIPTION**

The evolution of design, fashion, and culture as a whole has created the perfect storm for the rise of sneaker culture. The product design and features are made based on the current design, fashion, and new technologies. Footwear and technology are colliding, synthesizing new products that move beyond novelty, creating sneakers that enhance your performance. This is what the world of sneaker tech will look like. The upcoming shoe technology industry will include high-end shoes that can change shoe soles automatically with just the push of a button that comes to life and adapts to people's needs as they move and are created with sustainable materials. The overall size of the shoes is as follows.

SPKeyS shoes are appropriate for all age groups, regardless of how young or old they are. This shoe is extremely versatile, since it may be worn for a variety of activities depending on the location's suitability by simply changing the sole of the shoe. In addition, to avoid stinky shoes, these shoes contain a humidity sensor device built into the shoe. SPKeyS shoe design is an ideal shoe nowadays and the material used is a quality material where the shoe is difficult to tear. We chose polyester since it is a long-lasting material with sufficient airflow to keep shoes from stinking.

Next, SPKeyS shoes have no risk and can cause injury. In fact, we design a cushion shock by decelerating the user's foot smoothly and evenly at the heel kick. It can also prevent users from developing plantar fasciitis. A good support shoe will have cushions to rock our feet properly, and it will have plenty of room for our toes to move freely. SPKeyS shoes are a design known for high durability. This product can be used for a long time. The material of shoes are made of high-quality materials and can withstand a long period of use. Therefore, consumers can save their money from buying shoes for the suitability of certain activities. These shoes can lighten the load of the user and can reduce the time of the user to change the sole of the shoe.

Furthermore, the unique features of SPKeyS shoes that differs from our competitors like Skechers and Aasics is the design that has airflow that can prevent humidity inside the shoes. Next, the design for cushion shock by smoothly and evenly decelerating the user's foot at heel impact. In addition, a GPS tracker that is built in inside the shoes so it can detect the location by connecting through a mobile phone.



Men size chart					Lady size chart				
UK	US	EU	INCHES	CM	UK	US	EU	INCHES	CM
5	7	39	9.68	24.60	3.5	5	36	8.66	22.00
5	8	40	9.9.	25.10	4.5	6	37	9.00	23.00
7	9	41	10.15	25.40	5.5	7	38	9.44	24.00
8	10	42	10.25	26.00	6.5	8	39	9.84	25.00
9	11	43	10.50	26.70	7.5	9	40	10.24	26.00
10	12	44	11.00	27.90	8.5	10	41	10.63	27.00
11	13	45	11.15	28.30	9.5	11	42	11.23	28.50
12	14	46	11.25	28.30	10.5	12	43	11.61	29.50