



ENT600 TECHNOLOGY ENTREPRENEURSHIP
TECHNOLOGY BLUEPRINT
HOLO WATCH

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1.0 EXECUTIVE SUMMARY

We, at HOLO Inc., are pleased to introduce our newest product, the Holo Smartwatch. Our first location will be in AT 7, IOI City Mall, IOI Resort City, 62502, Putrajaya, Wilayah Persekutuan Putrajaya, Malaysia. Our product, the Holo Smartwatch, has a revolutionary function that generates a holographic beam as a larger screen of the device. This wristwatch also contains a brand-new system built by the HOLO Inc. programmer which is the Muscle Soreness Detector (MSD). Furthermore, it is portable because the gadget just attaches to our wrist in the same way that a regular watch does, but it is a Holo Watch. It also held the normal features which can be connected to our smartphones too just like other smartwatches can do.

Customers who wish to purchase this product may do so through our official website or through particular agents authorized by the firms. These carefully selected representatives are stationed in each Malaysian state to make it easier for clients to get our goods. This company's market value is RM 12,498,750.00 and the pricing of our goods is RM 1,250.00 per unit.

Two main competitors are both interested in the same thing. Apple's iWatch and Garmin are the two main competitors. Because of their marketing capabilities, many clients prefer to do business with these two organizations. Aside from that, this product will have a one-year warranty, and failure will be guaranteed only if it is due to system and mechanical failure, not because the client has damaged it. Buyers can return it to the service from which they purchased it. In terms of advertising and promotion, online marketing is the method used. The use of social media as a forum helps with this. This is due to the fact that the majority of Malaysians spend their free time on social media platforms such as Facebook, Instagram, and Twitter and many other social media.

This company's organizational chart is made up of the following positions: the chief executive officer, followed by R&D manager, marketing manager, operation manager, and financial manager. As we all know, our company is a partnership in which we share ownership. Every position is required for the business, each with its own role.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 PRODUCT DETAILS

In an increasingly developing era, many people take it easy about their health status. This issue we can see at all ages, both young and old. Our company is a company that produces electronic goods with high -level technological functions. We have successfully created a smartwatch that has a hologram effect that is able to display the anatomy of our body accurately. Our product name is Holo Watch. The design of this watch is suitable for all ages where the material used is a high quality rubber. The function of this watch can help raise health awareness to its users where this watch has a sensor that is able to track the muscles that are tense. With this feature, it can provide health awareness to its users to be more alert about their current health problems.

Name	Holo Watch
Price	RM1,250.00
Size	(LxWxH) : 12.2m x 42.3mm x 42.3mm
Weight	38.5 g

NO	ITEMS	QUANTITY	PRICE/UNIT (RM)	TOTAL PRICE
1	Wrist Strap	1	`25	25
2	Amoled Screen	1	50	50
3	Buckle	1	10	10
4	Battery	10	15	150
5	Hologram	1	150	150
6	Sensor	5	20	100
7	Adapter Charger	1	25	25
	TOTAL			510