



اَوْنُوْرَسِيْتِي تِي كُونُوْرِي كِي مَارَا
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BLUEPRINT : SELF-ROLLING YOGA MAT

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1.0 EXECUTIVE SUMMARY

Nowadays, yoga mats are vital equipment that many people use during workouts or exercise. Yoga mats are easy to get at any big store or sports store. This equipment provides a surface for the users to perform any exercise comfortably. Due to technological advancement, yoga mats can be improvised to a better version and use innovative ideas to make the product have more functions for the consumer. SELO Mat is a yoga mat created by us with improvements and the implication of a "slap bracelet" technology. This technology allows SELO Mat to roll on its own after use. We target this product to students, travellers and athletes. SELO Mat is priced at RM89.90 for small size, RM129.90 for medium size and RM179.90 for large size. Before we open the price of the research and development, we have made a study related to the price that will be placed; the purpose of this is to provide satisfaction with the quality of goods and reasonable prices to our potential consumers. We believe that our products can provide satisfaction in terms of materials used and existing technology. Our profit is 50% of the cost price for potential investors, which is RM30.70 for small size, RM44.80 for medium size, and RM61.30. The project is led by Muhammad Amirul Muhamad Herry Chan as General Manager and assisted by his team, namely Muhammad Hazwan Bin Mohd Nizam as Assistant Manager, Mohamad Hariz Bin Mohamad Sani as Administrative Manager, Nor Husnina Binti Mohd Yusni as Financial Manager, Adam Bin Roslan as Operating Manager, Najwa Syafiqah Binti Mazelan as Research & Development Manager and Shuhaidah Binti Mohd Noh as Marketing Manager.

2.0 Product Description

Yoga mat is a mat that helps the users to perform a workout or other activity which provides a comfortable surface to do some workout. The self-rolling yoga mat is the product that we develop with the purpose to ease users and make an improvise on it by developing a technological innovation. Besides, one of the innovations that we develop was make a combination between yoga mat and slap bracelet and that is why our product can be self-rolling and it helps people to use it. This product is created on several factors to facilitate users before, during and after using it.

Those are the description of this product:

2.1 Performance

The main characteristics for this product or services is their performance and it might be highlighted to the innovation that have been added which is slap wrap. For this product, the main focus is the use of slap wrap where this material has been combined in this yoga mat. This combination is very helpful for the users because of the material is to make the yoga mat rollable on its own when inverted which reducing time wasting cause their ability to self-rolling. In addition, this yoga mat also is using thermoplastic elastomer or called as TPE as the material for this yoga mat. There is might be a benefit on why this product are using TPE material, it is because it was created as environmentally friendly and it also to provide the comfortable material and surface for user. Furthermore, it also makes this self-rolling yoga mat lightweight and easy to carry anywhere.

2.2 Use of TPE material

Based on the feedback that we get, mostly the user of yoga mat is frequently having an injury when they are using the yoga mat because of the material is too slippery and it is not grip when the yoga mat was wet. For this product that we provide and having an improvise from other yoga mat at the market, is we using the thermoplastic elastomer or TPE that can help the user to avoid injury. Injury is one of the factors that people are not be able to do an exercise and that is why this product are helping people to get easy to workout anytime and anywhere. The use of TPE material is to provide a stable grip where the surface is slippery and there is a soft and comfortable support to use. There are many benefits that we can get from TPE material such as prevent or avoid the limbs from slipping when use a yoga mat. Therefore, this yoga mat can provide safety for its users. This TPE material also is a non-toxic material and environmentally friendly.

2.3 Durability

Every user is liking to the product that can be use for a long time with no problem on it. For the longevity of this products expected to take many years which will attract people to try it. There are of course all types pf products must have a shelf life to use. Furthermore, with the selection of materials used to make a self-rolling yoga mat this may be usable in a certain lifespan. The material of regular yoga mat is not too good and it can be easy torn if to compared to this self-rolling yoga mat product which are using a quality material. This yoga mat also uses a material that can withstand sweat and can be used for a long time.

2.4 Special Features

The special features that have in this yoga mat is the use of the slap wrap. It is different with the existing yoga mat that are not include innovation technology. The existing yoga mat, need to be classified manually after use and it will be wasting the user time and this might be the reason for the user are not to care about the quality of the product. Meanwhile, for this slap wrap yoga mat that can be classified automatically just using an easy way which just tap it and automatically be classified. To be detail the user also does not have to bother to classify manually instead it is just reversed and it will make the yoga mat classify automatically. This process will make it easier for users to use it.