

ENT600

TECHNOLOGY BLUEPRINT



الجامعة الإسلامية
UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

TECHNOLOGY BLUEPRINT TITLE (ULTRA-DURABLE SPORTS LEGGINGS)

- Faculty** :Sports Science And Recreation
- Program Code** :SR243
- Group** :SR2435S1
- Course** :Sport science
- Semester** :5
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- Submission Date** : 14 December 2019

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1.0 EXECUTIVE SUMMARY

The main focus of the business is to create unique tights for sports athletes. These tights are a revolutionary concept that emerges from athletes' common fears whose tights are often ripped and don't last. Our trademark of the brand is to "play without hesitating". For the target market and the projection, our company has a community target that requires our products like a sportsman. This is because they always want the best products and help improve the productivity of their daily lives. The target for this product for sportsmen and suitable for all which means everybody can get the opportunity to try this innovation product. This product will be modernized by a new design in the future. For competitive advantage, it can have a positive impact on this product, as each segment will be carefully studied to compete with well-known brands in the current market. Besides, our company will constantly improve on all aspects to ensure that the product being produced satisfies buyers and provides positive feedback for a better future. The management team consists of general manager, marketing manager, administration manager, operational manager, and financial manager. Each of the managers has the responsibility to ensure that everything is carefully researched to avoid any problems that may arise with the production of this product.

2.0 PRODUCT DESCRIPTION

The product is called “Ultra-Durable Sport Leggings”. The concept is nearly similar to the previous types of leggings that was already in the market with the exception that the innovation focuses on improving the legging’s durability which is specifically made to withstand countless abrasions and rigorous use in sport. Our legging is not like the basic legging, that is easy to tear and not long-lasting. So, by introducing the product in the Malaysian market, it will easier for us to expand our markets and also increasing the consumer populations. This is because nowadays people tend to involve in a healthy lifestyle and improve their health performance to decrease the risk of chronic disease.

Next, the material used for the legging is 2D and lycra which is more durable and comfortable for the uses. The durable and thick fabric was strategically used in damage-prone areas while maintaining elasticity and comfortless. The front layer is 2D materials that are durable and not easy to scratch while the back layer is lycra for more comfortable and easy to move. It is stretchable and we have a variety of sizes from XS to XXXL and if the athlete size is bigger, we also offer a custom made size. Besides that, the materials that are using easy to dry and also suitable for water sport like swimming and scuba diving. Our main target of this product is sportsmen who are needed durable legging that is participating in a rigorous activity like rugby.