



ANTI ODOUR SHOES

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1.0 EXECUTIVE SUMMARY

HM Kickers Sdn Bhd is establishing a new type of shoes that might be solving a specific group of consumer problem concerning their footwear. Our shoes exist because since the ancient time the problem of smelly feet due to sweat has caused many people to feel less confident in themselves just because of the smell of their feet. Therefore, like our company's slogan of "Be Confident" we want to help those who face the problem to appear more confident and increase their potential in themselves. Our target market is divided into three categories which is mass market, people who need to wear shoes for extended hours and sports athletes who live in urban area. Firstly, mass market. Our company main target market is mass market because we are targeting every level of society that face the problems of smelly feet. Next, we are targeting people who need to wear shoes for extended hours such as factory workers, army, hotel workers and others. This is because they are the group that needs to work in hot and humid conditions and they are also the group that is actively moving so the rate of sweat production in their body is very fast and causes their feet to smell quickly. Our last target market is sports athletes. This is because sports athletes need to follow their strict and volatile training schedule. Sometimes they do not get enough rest and this has disrupted their body system and hormones. When their body system and hormones are disturbed it can cause various diseases and health problems to them and one of them is the problem of smelly feet caused by the uncontrolled rate of sweat production. These shoes are specially designed for those who have foot odor problems while providing precise comfort to users when wearing them because the technology we use is very sophisticated. The prices of our products are also very reasonable and affordable. Currently, there is no other company that make shoes with the same function as our company. Our company target production for second year is RM350 000.00. The management team of our company is divided into several section and each section is lead by experience and profesional employee in order to ensure our company's quality and efficiency.

2.0 PRODUCT DESCRIPTION

2.1 Details of the product

The product of our company, HM Kickers is Anti Odour Shoes. As the name implies, our products exist to solve the problem of foot odor. Currently our company is the only company that manufactures products to control the odor of an individual's feet. The materials used to make our shoes are from very high quality materials and the technology used is also very sophisticated and up to date. For example, the technology that we used in our shoes is memory foam sole. As we know memory foam is a material that is sensitive to pressure and temperature. This allows it to mould, to shape and increase comfort to the users. A layer of memory foam to the sole of the shoes will provide extra cushioning making them exceptionally comfortable. We also using a very high quality latex. With the use of high quality latex consumers do not have to wash their shoes by hand but instead the shoes from our company can be washed using just a washing machine. By using the washing machine users can save their energy and time to do other work.

2.2 The application of product

When the user's feet start to sweat silica gel will begin to absorb excess moisture coming out of the feet and subsequently dry the user's feet. Then, when the user's feet start to smell, activated charcoal will act to absorb the odor coming out of the individual's feet so that unpleasant odors are not produced.

2.3 Unique features of product

- **No other company produces shoes with the same function**

Currently, there is no other shoe company producing shoes that have the same function as our company

- **Flexible**

Our shoes are very flexible compared to other shoes on the market because our company's are using a very high quality latex.

- **Save energy and time**

This is because the shoes from our company can be washed using a washing machine

2.4 The present state of development

The product can be improved with more initiatives in research and development (R&D) and capital provided. A duration of roughly 2 to 3 months is needed to develop, test and introduce the product to market.

The materials used in this products are :

- **Silica gel**

Silica gel is a desiccant that can hold up to 30% to 40% of its weight in water. Water molecules will stick to its surface which is called adsorption. The similar-sounding phenomenon of absorption, involves the material being chemically incorporated into the material itself. Each silica bead has many tiny interconnected pores, resulting in high surface area. The tiny pores also hang on to moisture through capillary condensation. The silica gel will absorb the excess moisture such as sweat in order to reduce smelly foot.

- **Activated charcoal**

There is a significant study shows that activated charcoal itself can reduce odor because when charcoal infused with oxygen it will divorced a strong scents and effortlessly takes in moisture and smells.

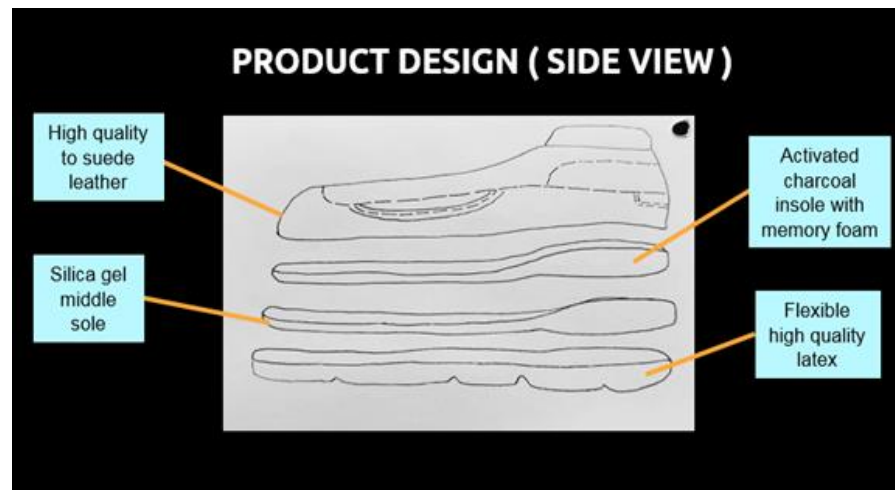


Figure 1 : The side view of the product