



## TECHNOLOGY BLUEPRINT OF AIIFit APPS

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Student Name : Muhammad Fikry Bin Kamarulzaman  
Student ID : 2017105649

Submitted to  
NORDAYANA BINTI ZULKIFLI

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## **1. EXECUTIVE SUMMARY**

### **1.1. The business and product concepts**

Technology had accompanied human in completing many task and improving human lifestyle by minimizing daily hustle for needs and wants. Nowadays, every individual possessed smartphone despite their age and gender. Age of Apps has rise rapidly as market platform for many establish company out there to increase their revenue. There are verity online shopping apps that available to be download from Apps Store by smartphone user. FikryDevelop Sdn. Bhd. is a company that main business is managing and storing goods in warehouse with objective to compliment variety human lifestyle. To satisfy biggest human wants which is shopping for branded and stylish outfit from head to toes for many kinds of occasion. My company introducing a new online shopping platform that only offering items from branded company, which is AllFit Apps. The aim of AllFit Apps is to offer less hustler to branded item lover with guaranteed trusted seller and accurate size measurement as if the user being treat as a VIP customer in their favourite store. AllFit Apps offering a size comparison base on our collected data base from all branded outfit to help the user making decision to select the perfect size for the item they wanting to purchase. This is to deliver the aesthetic they desire when wearing the item as if they try the item in the store fitting room itself and look pleasant to the eyes when wearing the item. Besides that, the company offering special care for their purchases item by safely delivering their item to their doorstep with our own courier or by few selective couriers to guarantee their branded item safety. Every item will come with AllFit metal QR code keychain (item certificate) that showing prove that the item is legit and approve by their favourite branded store. This QR code can be scan by the user through the AllFit Apps and it provided the user with their purchased item details.

## **1.2. The target market and projections**

This AllFit Apps market segmentation is based on the demographic, psychographic and behavioural segmentation. For demographic segmentation, AllFit Apps offering service to all age and gender as long as they have excess to the apps, but the weight is heavy on female around 20 years old and above due to female have higher tendency and desire for shopping stylish outfit and branded item in addition the age 20 and above already possessed the purchasing power from their income flow. Moreover, the apps targeting higher and middle income user due to the most branded item is luxurious item and pretty pricy. Next for the psychographic segmentation, AllFit Apps offering the luxury lifestyle due to the apps offering excess to many branded stores to user and deliver the aesthetic that the user seeks from all the known brand. Lastly for the behavioural segmentation, the apps also targeting the user that like to follow the trending from viral branded update for example Supreme brand. The apps specifically targeting online shopper that love branded outfit and other branded items or user that are loyal to their favourite brand.

## **1.3. The competitive advantages**

AllFit Apps offering personal and custom treatment to the user because of the apps personalise suggesting the size that will match user desire and expectation by making size comparison through the size generator feature that come together with the apps. However, the collected database on the branded item size what give the size generator the ability to provide the user an accurate size suggestion for the user to make buying decision. Furthermore, the apps offering trusted seller in the apps that is from collaborated branded store and there is no room for brand imitation item in this platform due to the platform only offering genuine brand only to be collaborator and seller.

#### **1.4. The profitability**

The source of profit for AllFit Apps is seller/collaborator and service fee, ads run, on apps billboard display, selling commission, and delivery charge.