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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

LIGHTNING SHOES ENTREPRISES

SMART CHARGING SHOES

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Nowadays, many peoples are facing with the batteries life issues with their gadget such as smart phone and tablet. These devices life time depends on the battery usage and needs to charge daily. Commonly, we need a powerbank to overcome this problem but it is heavy to carry around for the consumers and sometimes takes a long time to charge within a short time. To make this easier for consumer, we as a talented youngsters want to introduce to the society about our new brand product which is a **Smart Shoes**. The objective of this company is to solve the battery life issues, with a new type of simple powerbank which is can be charge by walking or running and also to persuade people for a healthy life style. The idea was invented from the electronic technology based on recycling energy around us. We are going to make a new type of power bank by using the kinetic energy and turn it into electrical energy. Its not very costly and affordable by youngsters or specially by the teenagers. The product is safe to use and no radiation emitation for humans. The smart shoes will use a component which is a piezoelectric that can convert kinetic energy to electrical energy and directly store the enery into the capacitors. We believed our product will get everyone attentions and loved by the youngsters for this new technology.

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## EXECUTIVE SUMMARY

Lightning shoes Enterprise was created by 5 shareholders with their own experiences and abilities on making this shoes. Our company will take a loan under Bank Islam because more benefit can be gain and less interest for us .Each one of us will take a loan RM20,000 and the sum of it up we will get a total RM 100,000. In a week, we estimate can produce 576 shoes and ready to take. Approximately, we will get a profit 12% for the 1<sup>st</sup> month and keep increasing for the next month.

Our General Manager, Mr. Muhamad Aliff Bin Onn were an experienced in managing a factory for about 6 years and we believed that he can bring our company to achieve our goals in market. Due to his dedication and tolerance in works we have chose him as our General Manager. Our great engineer ,Mr Azhim who are really good in electronic technology have been at Japan for about 3 years and can lead the manufacture of circuit for this smart shoes. Mr. Muhamad Azhim Bin Mohd Hatta have been choose as Admistration Manager in this company due to his great skills. Furthermore, our company has a talented designer which is a shoemaker named Mr. Muhammad Firdaus Bin Hazian as our Marketing Manager. He have been involved in designing shoes for about 4 years after he ended his degeree. Our Financial Manager, Mr. Muhammad Hamizan bin Harrun who have a degree in accounting was a very professional accountant and have a lot of experienced in financial process. He will be our analysist for the budget of Lightning Shoes Company. Lastly, our Operational Manager, Mr. Muhammad Irsyad al Munzir Bin Zaharrullah is a IT specialist and have an experienced on making software and coding. He will help Mr Azhim in manufacturing the shoes by installing and compiling the software for the shoes.

Our product was named as lightning shoes because it can generates its own energy by using piezoelectric devices. This devices was use as converter that can convert the kinetic energy to the electrical energy and stored it on capacitor that been located on this shoes.

## **1. Introduction**

### **1.1. Name of the Business**

Our business company name is Lightning Shoes Enterprises. As the name mentioned, our company is about producing a shoes that act as a portable powerbank and charged automatically.

### **1.2. Nature of Business**

Our business is a private company that delve in electronic industry. Our company will be making the powerbank by using the components such as capacitors , Li-on batteries and much more. Our company also involve in designing the base of shoes (shoes shol) to make the installation process more secure for the wearer as well as comfortable.

### **1.3. Industry Profile**

The electronic concept is simple by using the piezoelectric which is installed at the base of the shoes. This technology is the new evolution in electronic industry by reusing kinetic energy in our daily lifes by walking.

### **1.4. Location of the business**

Our business has been located at Bandar Baru Uda, Johor Bahru, Johor. We are choosing this locations because of the populations of the peoples or citizens in these places. Due to the a large amount of peoples staying at this area, we are confident that this place will be a suitable places to sell our product.

### **1.5. Date of business commencement**

Our company will start commence after eligible by the Sijil Suruhanjaya Syarikat Malaysia (SSM) and certificate from Scientific and Industrial Research Institute of Malaysia (SIRIM) for our smart shoes. Our company dates starts operational approximately on 1/6/2017 which is in June on the mid year.