



اَبُو سَيْدِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA

**ENT600 TECHNOLOGY ENTREPRENEURSHIP  
TECHNOLOGY BLUEPRINT  
ADVANCED FOAM ROLLER WITH TENS**

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## **1.0 EXECUTIVE SUMMARY**

Advanced Foam Roller with TENS SDN BHD is a supplier company which distribute a very multipurpose and high technology of foam roller. This product has been created to help people to improve their performance of lifestyle. This Advanced Foam Roller with TENS is a new product in the global market which this product is new an innovation. Advanced Foam Roller with TENS is the combination of product of vibrating foam roller and TENS in one. This product has many advantages compare to others common foam roller that have been sold in the market. This is because Advanced Foam Roller with TENS is multifunction product in order to help coaches, athletes, personal trainer, physiotherapist and recreational people to improve their health performance during exercise. This product is very useful where it will be explained in this report.

The purpose of report is to given details and explain about the product description, technology description, market analysis and strategies and team management in this company. So, our target customer for this product is Sportsperson or athlete. Sportsperson is a person who is involved in sports. Sporting is an important part of Malaysian culture in Malaysia. Sports are popular in Malaysia from both the aspect of participation and spectacle. Malaysians from various walks of life join a wide variety of recreational and competitive sports. Other than that, in this report will discuss about the market strategies of the company, channel that has been use and market size and trend over 3 years. Advanced Foam Roller with TENS SDN BHD is managed by seven top managements which are consists of ECO, General Manager, Operating Manager, Marketing manager, Operational manager, Administrative Manager and lastly is R&D Executive Software Developer Engineer. We are the first Malaysia company that produce product we believe that it can be our added values and remain competitive to other existing vibrating foam roller manufacturer.

## **2.0 PRODUCT DESCRIPTION**

### **2.1 Detail of Product**

Advanced Foam Roller with TENS is a new an innovation product in the market. It is one of world's largest product that have been used by athletes, coaches, physical trainer, and physiotherapist. Advanced Foam Roller with TENS is a combination of vibration foam roller and TENS (Transcutaneous Electrical nerve stimulation). This product is a vibration therapy, deep tissue therapy and TENS therapy to one which this product is great fitness rehab tool for helping relieve muscle soreness after intense workouts and improving your flexibility and range of motion. This product is a new technology and reasonable product which this product dedicatedly designed for all people especially athletes, coaches, physiotherapy to a familiar everyday practice for people at all levels of fitness to helps to improve their health performance, training and recovery methods to the average person.

### **2.2 Application of the product**

Advanced Foam Roller with TENS clearly comes with many benefits that people can gained such as improves range of motion, fast recovery time, and increase performance during exercise and delayed onset muscle soreness (DOMS) after workout. While, transcutaneous electrical nerve stimulation also considered highly effective for treating pain. It will decrease feelings of pain and prevent them from returning in the future. This product also vibrates at 4 distinct levels, that include low, medium and high speeds which can give different effect to muscle. Moreover, this product is multifunction and useful, where this product can solve various problem that experienced by user. For example, this product function as to help people to recover from muscle soreness or Delayed Onset of Muscle Soreness (DOMS) after exercising. Thus, the best way to relieve muscle soreness is to perform some gentle massage by using Advanced Foam Roller with TENS. This Advanced Foam Roller with TENS can help the athletes, coaches and physiotherapist tolerate more pressure from the roller and endure a longer foam rolling session, which can aid in fast their recovery time.

Other than that, with this Advanced Foam Roller with TENS product, it can help people to boost their mood to do warm-up and cooling down. Thus, this product is very useful for them to increase their flexibility before starting the exercise. Next, after they have done their exercise, they can use TENS as their rehabilitation session. This TENS unit aim to stimulate the sensory nerve and activate specific natural pain relief mechanisms after exercise. Muscle

stiffness gets worse over time and affects all athletic. Advanced Foam Roller with TENS is a self-myofascial release is a fancy term for self-massage to release muscle tightness or trigger point. Advanced Foam Roller with TENS have a same function as massage chair have been sold in the market. Therefore, this product help people to save their money to buy an expensive massage chair and do a rehabilitation after exercising.

### **2.3 Unique features of the product**

#### **1. Multifunction foam roller**

Advanced Foam Roller with TENS is a combination of vibration foam roller and TENS (Transcutaneous Electrical nerve stimulation). This product is a vibration therapy, deep tissue therapy and TENS therapy to one. This product can give a lot of benefits such as improves range of motion, fast recovery time, and increase performance during exercise and delayed onset muscle soreness (DOMS) after workout. Next, transcutaneous electrical nerve stimulation also considered highly effective for treating pain. It will decrease feelings of pain and prevent them from returning in the future. It vibrates at 4 distinct levels, that include low, medium and high speeds. In order to compare with others competitor, they only sold vibrating foam roller only which they do not have TENS in their product. Other than that, others competitor also produces vibrating foam roller with limited vibration speed. Therefore, this is the major differences between Advanced Foam Roller with TENS with other competitors out there.

#### **2. Travel friendly**

Advanced Foam Roller with TENS is a travel friendly product, which this product is designed in a cylinder shape with size 13 inches long, 5.5 inches in diameter. This product also has been designed with light weight which is 1.2kg. Next, with every purchase of Advanced Foam Roller with TENS will provided with a beg, so that it will easy to carry anywhere. Other competitors produce their product generally with big size which its size is 15 inches long, 5.5 inches in diameter. Some of competitors does not provide with beg where their customer has less facilities and need to find a beg in order to carry the foam roller.