



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
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MARA

**FACULTY OF COMPUTER SCIENCE**

**BACHELOR OF SCIENCE(HONS) COMPUTATIONAL  
MATHEMATICS (CS247)**

**ENT 600**

**“EASY SLIDE”**

**TECHNOLOGY BLUEPRINT**

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## **2. EXECUTIVE SUMMARY**

In today day and age, technology not only serve as entertainment but also as mean to ensure a more productive and efficient way to perform certain task. Technology has become one of the most significant part of everybody's life. Technologies existed in all fields which include medical, transportation, medical etc. Transportation is moving people or things from one place to another place. Generally, we use four main categories of transportation which is roadways, railways, water and air transportation.

When there is no transportation to move people to one place to another, people need to sacrifice their own energy and time by walking there. This takes a longer time than moving somewhere by a transport. So here I am thinking it would be better and easier if there exist something simple and affordable that walking people can use to solve this problem. Easy Slide was the solution. By this, people can use Easy Slide as their own personal transportation. This would create a new and fun ways of moving around. Furthermore, these combination of walking and skating with motorise shoe could save peoples energy and also save three times than usual walking.

Therefore, EZY Enterprise bring this concept to show people that the company are giving and providing the new product in industry that suitable for making people to save their time and energy. There are many types of motorise shoe sold in the market but "Easy Slide" from EZY Enterprise is new technology based product where this product is targeted to student and working people from various range of age and workers where both of this group are having difficult to walk in a long distance and it will create a new and fun ways of personal transportation that can be control by remote. It also will made them easily to move anywhere without lost because this product can navigate them anywhere through an apps.

Furthermore, there must be some expenditure and effort should be put on marketing and promotion to introduce the product to the market and consumers. The marketing strategy gives a strong impact on profitability because it tends to focus on the customer and markets. With good marketing strategy, the product could gain merely same amount of market shares with other competitors.

In today's highly competitive environment, it becomes increasingly difficult to compete with other competitors in the market. Each of them have their own strategy to sell their product such as in terms of benefit or uniqueness of the product that can attract people to buy it.

Therefore, EZY Enterprise has introduced the product namely “Easy Slide” which gives a lot of advantages to its purchasers.