



اَبُو سَيِّدِي تَيْكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Faculty of Sports Science And Recreation
Bachelor of Sports Science
Semester 5
NSR2435S2A

Ent 600 TECHNOLOGY ENTREPRENEURSHIP

**TECHNOLOGY BLUEPRINT BADMINTON COURT LINE
SENSOR (GX COURT) & MAGNET SHUTTLECOCK (GX
SHUTTLECOCK)**

Prepared By:
MUHAMMAD AZFAR BIN JAMIL
2019341463

Prepared For:
MADAM HILWANA BINTI ABDUL KARIM

Submission Date:
27 Jun 2020

Table of content

| | |
|--|-----------|
| 1.0 EXECUTIVE SUMMARY | 3 |
| 2.0 PRODUCT DESCRIPTION | 4 |
| 3.0 TECHNOLOGY DESCRIPTION | 7 |
| 4.0 MARKET ANALYSIS AND STRATEGIES | 9 |
| 4.1 CUSTOMER | 9 |
| 4.2 MARKET SIZE AND TRENDS | 10 |
| 4.3 COMPETITION | 13 |
| 4.3.1 Comparison between GX Court and other competitors | 13 |
| 4.4 MARKET SHARE AND SALES | 15 |
| 4.4.2 Sales Forecast | 17 |
| 4.5 MARKET STRATEGY | 19 |
| 4.5.1 Overall Marketing Strategy | 19 |
| 4.5.2 Pricing | 19 |
| 4.5.3 Service And Warranty Policy | 19 |
| 4.5.4 Advertising and Promotion | 20 |
| 4.5.5 Distribution | 22 |
| 5.0 MANAGEMENT TEAM | 23 |
| 5.1 ORGANISATION TEAM | 23 |
| 5.2 KEY MANAGEMENT PERSONNEL | 24 |
| 5.2.1 Career Highlights | 24 |
| 5.2.2 Duties and Responsibilities | 25 |
| 5.3 MANAGEMENT COMPENSATION | 27 |
| 5.4 SUPPORTING PROFESSIONAL ADVISORS AND SERVICE | 27 |
| 6.0 CONCLUSION | 28 |
| 7.0 APPENDICES | 29 |

1.0 EXECUTIVE SUMMARY

Nowadays, people are concerned about a healthy lifestyle, especially badminton sport. Therefore there are a lot of people using the equipment and learning badminton games. Our GX badminton is one of the companies that focus 100% on badminton technology. Therefore, we have structured some of the products which may help the user of badminton sport to enjoy more during the game. Other than giving pleasure towards the technology aspect, we also solve the critical problem in badminton games which is line decision questions. For our product, the mechanism and its objective are simple, which is to provide a court and shuttlecock that when both of those things touch each other, they will be noticed by sound and light.

The GX badminton court line sensor with magnet shuttlecock is the innovation of Reed sensor combined with badminton court line and the shuttlecock. The purpose of this innovation is to create a new product that will be useful to badminton court users. The products are less costly compared to the Hawkeye technology which also has the same purpose as this product. The target market for this product is the owner of the badminton sports facility such as Majlis Sukan Negeri, Majlis Sukan Negara, and owner of badminton hall recreation park. This product will be used by people who used rubber courts as their playing ground. This idea was derived when the people were amazed by the ‘challenge’ system in the badminton competition, so this product was built for people to feel with the same environment as at the international competition stage. It also will give new experience towards the user in the badminton world.

In addition, the material to produce this product is very durable and high quality which is very worth buying. This product also will not change its nature which the rules or the gameplay will not have any changes and it can be used by all type people. Then the equipment of this product is also safe to be used by kids or older people. This product will be handy to people as well as it helps the game quality.

2.0 PRODUCT DESCRIPTION

Nowadays, we can see that only Hawkeye technology is the technology that is used in big tournaments and any international world-class championship. But the problem is people have been admiring the use of that technology too in their daily badminton match but the badminton hall owner or administration can't afford to use that equipment because it is very costly. But in this case, our product was made to produce the same objective as hawkeye technology but less cost than Hawkeye technology. Therefore, badminton hall owners or administration can afford it while increasing their customer pleasure.



Figure 1: Hawkeye Camera



Figure 2: Need a person in charge of hawkeye outcome

During the product design process, we take inspiration from the current network product by combining the touch sensor and magnet technology. Then we start to design the device small, easy to install, and suitable with the court environment. In addition, we also consider technological and economic criteria such as reliability, the working concept, the esthetic value, and the health of the product is the most essential. The reason we have developed this product with simplicity and the friendly user is that we want to increase the quality of play with high standard decision making. It also builds for training or observation purposes. This product can also be used for exhibitions and competitions.

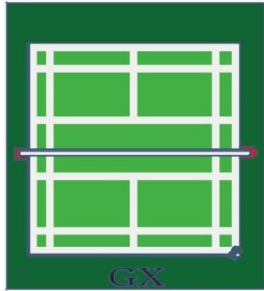


Figure 3: GX Court layout
(13,40 m x 6,10 m)

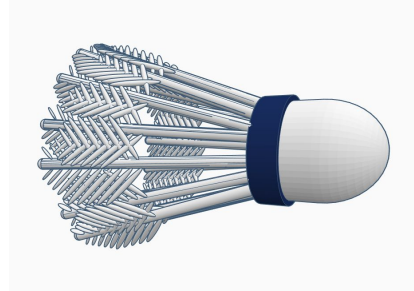


Figure 4: GX Shuttlecock
(5.50g)

In addition, the Badminton Court Line Sensor (GX Badminton Court) and shuttlecock (GX shuttlecock) is the product that comes with the same calculation of the court product and shuttlecock weight as usual. We concentrate on keeping the nature of the sport while improving its quality only.

GX Court also will also be set up at any hall or venue. Doesn't require any extra space or extra crew to activate the system. It just needs both products to activate technology. This GX Court and GX Shuttlecock will be certified by Badminton Association Malaysia (BAM) in Malaysia since this product will be manufactured in Malaysia. In addition, this GX Court and GX Shuttlecock will be certified by the Care Quality Commission (CQC); SIRIM and also Suruhanjaya Tenaga.

With the presence of this GX Court and GX Shuttlecock, it helps the user to solve the line decision problem and increase quality of the game. For example, the user is able to know either the shuttlecock hit the line before its bounce out or it doesn't touch the line. After the light has the switch on and the bleep sound has been active by the speaker, the user can conclude that the shuttlecock steps the line or not. Therefore, it helps prove the evidence and show justice during the tournament or any competition in a badminton game.