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## **EXECUTIVE SUMMARY**

Kugona Enterprise is a company that sells sports product and equipment. Most of the products were created to those who are usually involved in physical activity. One of our products is Multifunction Yoga Mat. This Multifunction Yoga Mat eases people where the yoga mat is attached with the speaker and also electronic devices holder. Target market for this Multifunction Yoga Mat is created for sports person and Yoga practitioner. This product could attract interest of people to buy because as for now, there is no yoga mat that attached with the speaker and electronic devices as what we created and innovate. We also provide mat strap to ease the customer to carry the mat. This product will give many benefits to athlete, coach and yoga practitioner who have problems or difficulties during performing physical activity. This product will lessen their burden because they don't need to bring a big speaker and they can put their electronic devices at the holder while they follow the demo in the smartphone. We offer the best and cheapest price for our potential customer. We will ensure that everyone will afford to buy this product.

## **1.0 PRODUCT OR SERVICE DESCRIPTION**

### **1.1 Product Description**

Nowadays, there are lots of people that tend to engage themselves to sports activity such as jogging, yoga, swimming and so on. Most of the activity will use yoga mat when performing the activity such as home workout, yoga, pilates and many more. What makes our product different from other yoga mat is that our yoga mat is attached with the speaker and electronic devices holder. We will create the yoga mat with variety of colors such as Purple, blue, pink and many more.

### **1.2 Product Application**

There are three functions of this Multifunction Yoga Mat. The first one is customer can use the yoga mat to perform their workout activity. Next is, users can perform their exercise by playing their favorite song with the speaker that can be connected from their smartphones. Lastly, users can use our Multifunction Yoga Mat to put their smartphone at the holder that we attached at the front of the Yoga Mat. Our Multifunction Yoga Mat is light and easy for to bring anywhere as we provide the strap for each yoga mat.

### **1.3 Unique Feature of the product**

There are many competitors that produce a yoga mat. But what makes our Multifunction Yoga Mat unique compared to others is we've created a great innovative idea where we make a 3in1 use of the yoga mat. It also can simplify the user when they want to perform exercise. Our yoga mat has 3 functions that been attached to the yoga mat which are yoga mat, speaker and electronic devices holder that called as Multifunction Yoga Mat.

### **1.4 Product Development**

Kugona Enterprise was carried out Research& development for this Multifunction Yoga Mat. After several research has been done, the estimated production for Multifunction Yoga Mat is 100 units per day and will be required RM50 for each production.

### **1.5 Other Patterns and Proprietary Features of the product**

The special features of the product it will ease the users to bring the multifunction yoga mats everywhere because it is not too big for users to carry and it is light feature. Every

purchase of the Multifunction Yoga Mat will get the mat straps. Other than that, users who usually used speaker separately don't have to bring the speaker as our new innovation product have created a yoga mat that attached with the speaker audio.

### 1.6 Product Expansion

Generally, future planning for Kugona Enterprise is important in order to make sure that it will expand and grow in future. Several plan have been made for Kugona Enterprise to grow better, perform well in the market and rival with the competitors. There are several plans that Kugona Enterprise come out for Multifunction Yoga Mat where this sports equipment could serve for the community.

The first plan is make collaboration with Ministry of youth and Sports. We choose them because we need to have most reliable sources to refer to. This partnership would be beneficial for our company as well as to the community.

The next plan is to build relationship with Yoga Centers all around Malaysia that frequent use the yoga mats to do their activity. Collaborating with this association will helps us to gain more information, their preferences about the product and indirectly we can expand and upgrade our product from time to time based on customer preferences.

## 2.0 TECHNOLOGY DESCRIPTION

The purpose of this Multifunction Yoga Mat is to allow sports person and the users to use this yoga mat without thinking where to put their devices and to bring speaker. This product also can help to lessen the burden of its user.

We choose the best speaker that attached to the Yoga Mat to maximize the user's satisfaction when using it. Users can use the speaker without worried about the endurance of the battery as we use lithium battery and the speaker is no need to be connected to electric supply. Users can play their music while performing physical activity by connect their mobile phone with speaker Bluetooth. Other than that, speaker that been attached equipped with yoga songs.

To boost moods while perform physical activity, we choose to produce variety type of colors to give more fun to users while using the Multifunction Yoga Mat. We choose the best material for the mat that is made of PVC or also known as vinyl.