



اَوْنَبُوْرٌ سَيِّدِيْ بِاْتِيْكَوْلُوْ كِيْ مَارَا
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DIGITAL SKIPPING ROPE

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1.0 EXECUTIVE SUMMARY

Nowadays, people are to attend towards something those easy and more flexible multi-function things. I would like to introduce those things. This digital skipping rope will be used as the platform for the consumer or the person use it aware and alert after use this skipping rope. It will drives to easier and effective ways of receiving the limit time by the timer that will be apply at the skipping rope. The consumer will easily access how long they had been used the skipping rope. The concept of company product is Digital Skipping Rope make all the easy and relevant, which help an athlete, and non-athletes to improve and enhance their performance during sport. Thus, it also can cut of time rather than use the old skipping rope.

In today's highly competitive environment, it is becoming increasingly difficult to compete with new technology things that provides auto services. Especially when it comes to sports technology. It is because people nowadays want to lose weight but not in-complicated ways and equipment use. Therefore, this situation provide good opportunities for us to expand our business and gain more profit by proper manipulating this situation. Customer will feel more convenience to use our machine because they have the privacy in counting jump and took care of their own timing without any other devices. Our main priority for this business is about distribution our machine to another potential customer and location.

2.0 PRODUCT DESCRIPTION

In the globalizations era nowadays, health and sports equipment products are widely consume by community especially athletes for training session in purpose to enhance their performance to reach their peak level. As a newly established company to compete in the production of sports and health, we take different initiatives to show variations in our products. Digital skipping rope with counting and timer function is a new kind of innovation in our sports and health equipment's product that are very easy to use and convenient, the design and composition product which the major function is helps the process of training or exercise session smoothly continue for consumers. It is a great choice for use as warmup exercise for higher intensity competitions and for common people can be as replace exercise such as running, cycling & swimming.

In addition, other than it easy it is also convenient because is no need for battery uses, where the power of this product it just need the solar system to recharge such calculator nowadays where the battery not needed to be replace. The duration of durability of the Digital Skipping Rope more long lasting rather than battery uses. Revenue streams can be created through the sales of the product. A high demand is also another catalyst for the product sales to increase rapidly. The price should suitable for the products and affordable for every stages of community.

Digital Skipping Rope will be enrolled for the ownership and copyright of the product that will be launched soon. Registration of ownership and copyright is based on the materials used as well as its own package symbolizes the Digital Sports Equipment products. Even so, we are attempt to distinguish the Digital Skipping Product produced through different materials and quality with other products. This is evident when the study was conducted experiment to test the product and the that are found in the Digital Skipping Rope are not the same with other products in the market. The results of this study also make company trust to able have a vast opportunity to develop Digital Skipping Rope market as a sports and health equipment product.

3.0 TECHNOLOGY DESCRIPTION

3.1 Type of skipping rope handle

There are many type of handle for digital skipping rope and all the type will input the same functions it just the different grip will implement into the handle of digital skipping rope. It is because every person have his or her own tastes towards something. Skipping rope with appropriate functions such as timer, it is need a good handle based on the size, materials and length of handle. The handle will affect the last outcome for this project.



3.2 Counting and timer system

Often-using technology such as smartphones, tablets and other devices is ubiquitous, growing faster and popular. So I think why not if implement a few functions from phone or smartwatch into the skipping rope such as timer function. Moreover, the skipping rope workout is perfect for family members to do together indoor or outdoor, it burns more calories per minute than any other workout.

