



اَوْنِبُوْرَسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
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1.0 EXECUTIVE SUMMARY

The Digital Skipping Rope is a product that has been developed from skipping rope, pedometer and also timer. The concept of company product is “Digital Skipping Rope make all the difference” which help an athletes or people who involves in workout session as their leisure to improve and enhance their performance during the activities. The MAHAI Sports Enterprise is the company that manufacture the sport product that located at Seremban, Negeri Sembilan. The target markets for the product are the population in Negeri Sembilan and the specific target customer are sports person. The main competitors are Sport Direct and Decathlon which are established and had experience in this industry which is sport equipment products. The Digital Skipping Rope can compete because the demand on sport product is higher from the person who involves in healthy lifestyle. The profitability of Digital Skipping Rope product is based on the costs and revenue analyses that our business will be able to bring enough revenue to cover operating expenses. MAHAI Sports Enterprise will hire some staff to work together to achieve organizational goals. We will take two technicians and engineer who act as developer, designer, and guarantee the quality of our products. Besides that, under marketing, we will hire 2 workers whereas under the operation, we will hire 6 employees and an employee under financial.

2.0 PRODUCT OR SERVICE DESCRIPTION

Sport products in this era has been produce with the new technology from time to time. There are lot of technology have been produce in order to help all the involves in sports activity to have an easy equipment in order to proper record their performance. As a newly established company to compete in the production of sport equipment products, we take different initiatives to show variations in our products. Digital Skipping rope is a new kind of innovation in our sport product that are very convenient and easy to use for the consumer. Digital Skipping Rope is the suitable product to be use in the basic workout session because it does not involve any complicated movement. It is a great choice for use for easy pace of exercising where the consumer aims to improving their stamina and also muscle endurance. It's formulated by adding the timer and pedometer towards the skipping rope and have special technology in the rope itself so that the pedometer could be trigger once the rope make a full swing.

MAHAI Sports Enterprise works with a number of wholesalers, which gives us access to extensive distribution networks throughout Negeri Sembilan. In turn, this enables us to focus on our core skills of developing, producing and expanding our range of sport products. We are committed to working with our clients to ensure that all our products suit their individual needs down to the last detail. Our extensive range of products includes our development that is Digital Skipping Rope. Our standards are always consistently high, and our attention to detail in preparing our products will earn us a growing reputation for quality, versatility, convenience and excellent value. We are committed to keep on producing latest sport products to ensure to consumer satisfaction. We always ensure that our products are achieve the rigorous demands of today's consumer. No dangerous products, low quality and uncomfortable material being added to our products

Digital Skipping rope sport product that is not the same with others sports product because Digital Skipping rope has its own uniqueness on the feature in the product that available in the market. Uniqueness of Digital Skipping Rope can be seen through the development of pedometer and time towards the handle of skipping rope. In addition, this product can the consumer feel easy and having productive exercise without paying with the high price. Product offering will start at production level of 200 ropes per day in 1 year of the business open, MAHAI Sports Enterprise expecting an unprecedented growth in both sales and market share. The expectation of continuing patronage of the market and weak competition will allow us to expand our production to at present of 1000 ropes per month. MAHAI Sports Enterprise main value proposition is its product quality and superior durability, tapping the need of market on ensuring reliability and availability, allowing the company to peg its products slightly higher than the other competitor.

Digital Skipping Rope is a convenient sport equipment that been develop from three different types and function of regular sport equipment. 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 product used as well as its own package symbolizes the MAHAI Sport Enterprise products. Even so, MAHAI Sports attempt to distinguish the Digital Skipping Rope product produced through different technology with other products. This is evident when the study was conducted and the that been develop into 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 the convenient sport product.

3.0 TECHNOLOGY DESCRIPTION

MAHAI Sports Enterprise works with a number of wholesalers, which gives us access to extensive distribution networks throughout Negeri Sembilan. In turn, this enables us to focus on our core skills of developing, producing and expanding our range of sport products. We are committed to working with our clients to ensure that all our products suit their individual needs down to the last detail. Our extensive range of products includes our development that is Digital Skipping Rope. Our standards are always consistently high, and our attention to detail in preparing our products will earn us a growing reputation for quality, versatility, convenience and excellent value. We are committed to keep on producing latest sport products to ensure to consumer satisfaction. We always ensure that our products are achieve the rigorous demands of today's consumer. No dangerous products, low quality and uncomfortable material being added to our products

The detailed description of the technology that will be developed in this product are pedometer and timer. Pedometers have mechanical sensors and software that could record the total amount of our movement. Once the user moves and triggers the lead ball in that product it will be counted. But when it is being developed in skipping rope products, there is a specific wire that will connect the pedometer and the rope so that once the rope makes a full rotation, it will trigger the pedometer to count the total of jump. Other than that, each of the products that have been developed will have three specific buttons for timing and one button for counting that help the consumer to use in their exercise process. For timing buttons, 'M' will be for minute setting, 'S' for start and 's' for setting the number of seconds. To reset the timer the user needs to hold the start button for 5 seconds. For the pedometer, there will be only 1 button which it is for reset. Maximum time of the timer could reach is 60minutes and for pedometer is up to 999.