



## **ENT600 TECHNOLOGY ENTREPRENEURSHIP**

### **BLUE PRINT (SUPER SOCKS)**



**FACULTY** : **SPORT SCIENCE AND RECREATION**  
**PROGRAMME** : **BACHELOR OF SPORT MANAGERMENTS**  
**SEMESTER** : **PART 5**  
**GROUP** : **NSR2415M2B**  
**NAME** : **NURUL ALIAH BT IBRAHIM**  
**STUDENT ID** : **2019597175**  
**LECTURER** : **MADAM NORHANIZA MD AKHIR**  
**SUBMISSION DATE** : **29<sup>th</sup> JUNE 2020**

## **1.0 EXECUTIVE SUMMARY**

Due to follow the requirement of the course Technology Entrepreneurship (ENT 600). I required to analyze the company to make the New Product Development (NPD). This is an opportunity for me to discover on how to implement the theories that we learned in ENT600 class and practicing it in real life situation. Super Socks is the one of the product that have their own the specialty like come with anti – slippery and can massage the legs to help the blood flows in our body. This super socks can use when we sleep and also and also in our leisure time.

In the next phase of the report, the definition, classification, and process of new product development were also mentioned in this report. They are two classifications of the new product which are improvements and revisions to existing products, and repositioning of the products. On top of that, the process of new product development can be classified into five processes which are research and development, product design features, concept testing, build prototype and lastly test marketing. Idea screening and idea generation discussed in research and development part. In addition, the market survey can be divided into three types which are questionnaires in Google Form, survey through the phone and also using social media. Lastly, in the test marketing, a few techniques were used to make this product accepted to the community such as customers' experience, started with small-scale and promotions. As the conclusion, the feedback from the audience was very helpful to fulfil requirement of consumer and flow the trending time.

Next, the main part for Super Socks is to create a good product that would be beneficial towards the community. A product must cater the needs of the targeted group in order to help them. It is just a small gesture but will lead to a positive outcome. A product must cater the needs of the targeted group in order to help them. It is just a small gesture but will lead to a positive outcome. Furthermore, the objective of this report is to be an added value towards the customer. Customers or user are important figure towards a company yet there are several parts of the product that will be the added value. The first one is the product is created to fulfil the customers perspective in which user will observe and judge the product. For instance, if it is useful then they will increase their trustworthiness. Added value also important to improve their satisfaction.

## TABLE OF CONTENT

<b>NO</b>	<b>TOPIC</b>	<b>PAGES</b>
<b>1.</b>	<b>EXECUTIVE SUMMARY</b>	<b>5</b>
<b>2.</b>	<b>PRODUCT DESCRIPTION</b>	<b>6</b>
<b>3.</b>	<b>TECHNOLOGY DESCRIPTION</b>	<b>7</b>
<b>4.</b>	<b>MARKET ANALYSIS AND STRATEGIES</b>	<b>8</b>
<b>5.</b>	<b>MANAGEMENT TEAM</b>	<b>16</b>
<b>6.</b>	<b>CONCLUSION</b>	

## **2.0 PRODUCT DESCRIPTION**

Super Socks aims to build a the unique socks for all ages of individuals. The Super Socks is original, comfortable for all people, especially to adult . This is the one of newest development in the age of 2020. The Super Socks watch has the latest extra unique because of the anti-slippery and the socks also van massage the legs of the user that wear it. This socks also has variety of the colour to satisfy of the customers. The socks material are cotton that are very soft and the texture of the socks also fluffy. This also suitable for the person who may have sensitive skin and it also were absorb the sweat easily.

Another uniqueness of this smartwatch is that the smartwatch is fitted with sensor on and off switch. The company develop this sensor to make the user easy to switch on and off the massage compartment. This type of socks can save the battery if the user wear this socks. Other than, the user that are wearing this socks can set the time when they want to start massage of their legs. So that, the person that wear it, were feel relax and enjoy wearing this socks especially during sleep The sensor at the clamps detects the time, and the alarm goes off the button massage.

The Super Socks are very unique product that help the person the have good blood flow and give healthy life style. So that, this product are suitable for all ages of individuals and give them the comfortable.

### **3.0 TECHNOLOGY DESCRIPTION**

The technology that have been use at the super socks is sensors have a very wide variety, and there are several types, but generally sensors are instruments that sense the characteristics quantity of a measuring object and translate it into a readable signal that displayed on the instrument. Sensing technology is a system that uses sensors to obtain information by detecting quantum physical, chemical or biological properties.

Next. Is the motor that use in the socks is to make the vibration under feet. So based on that vibration were give massage to the person that wear that socks. It was put in the clamp. An electrical sensor is an intergrated circuit to switch off and on the vibrating functioning that have in the Socks. So that , the device that senses a specific physical parameter and converts it to an electrical signal. The electrical sensor's output signal is processed and used to provide a calculation or to cause an action.

Futhermore the another characteristics that have at the super socks is this socks is slippery This product use the silicon and put under foot print of the socks. The technology that used for this silicon is the silicon have the specialty. The name of silicon that used is Elkem Silicones has developed a wide range of silicone anti-slip applications for specialty that can removable stickers. This will helps the consumer take full advantage of anti-slip and high grip when the are wearing the socks.