



اَوْنِبُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَارَا
**UNIVERSITI
TEKNOLOGI
MARA**



LAB SHOES SDN. BHD.
More Power More Perfection

LAB SHOES SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): BLUEPRINT REPORT

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EXECUTIVE SUMMARY

LAB SHOES SDN BHD is a Malaysia based company that produce multi types of shoes and is a new project is on shoe and technology chip which has GPS Tracker chip as the main material to produce Lab Shoes which is also known as a smart shoe. The company is one of the big manufacturer of shoes that is set to complete in the highly competitive in manufacture and export of quality smart shoe. Serving in the manufacturing of various designs of shoes in the industry, we have produced more than 100 units of products for our clients' selection.

LAB SHOES SDN BHD involved in manufacture the product Lab Shoes. We progressively improve on our product designs, materials as well as the manufacturing process, in order to maximize product quality, reliability and customer satisfaction.

The business goal is to attain a strong branding position as a shoes product name in shoes industry, that is renowned for products quality and service reliability. The company also committed to continuously provide creative, innovative and new shoes ideas in meeting customers' promotional needs. The company will ensure many products are carrying the marquee of major international corporate establishments, both locally and international level.

The workers are going to be selected from a pool of talented and highly creative staff in Malaysia as the business grows. The company will make sure that we take all the members of our workforce through the required trainings that will position them to meet the expectation of the company and to compete with leading manufacturer of shoes in the Malaysia and throughout the globe.

At LAB SHOES SDN BHD, the client's best interest come first, and everything we do will be guided by our values and professional ethics. The company will ensure that we hold ourselves accountable to the highest standards by delivering excellent and neat jobs and also meeting our client's needs precisely and completely. The company will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for the clients.