



اَوْنِبُوْ سَيِّتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SMART SECURITY SHOES

### TECHNOLOGY ENTREPRENEURSHIP (ENT600): TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT

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### SUBMISSION DATE

3 JULY 2020

## **ACKNOWLEDGEMENT**

First and foremost, praises and thank to Allah S.W.T, the Almighty, for His showers of blessings throughout my Technology-Based Business Idea Blueprint project in which finally it completes successfully.

I would like to express my deepest and sincere gratitude to Madam Tengku Sharifeleani Ratul Maknu bt Tengku Sulaiman ENT600 (Technology Entrepreneur) lecturer for giving me the opportunity to do the Technology-Based Business Idea Blueprint project and providing invaluable guidance. It was a great privilege and honor to work and study under her guidance.

I am also extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing my future. Last but not least, thanks to my friends who always give me a hand and helped me a lot during my tough times along doing this Technology-Based Business Idea Blueprint project.

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## **EXECUTIVE SUMMARY**

This project report was commissioned to examine the problem of assault and violence that happens between women. Thus, the idea to build a Smart Security Shoes product where the product provide a security function came out in order to help these people especially women and keep them safe by introducing a product that could be used for this matter. In the first part of the project report, the description of the product is explained. There will be three main components need to build the Smart Security Shoes. The first component is the GPS module, the second component is the push turn lock button and the last component is the kinetic battery. Next, Neese.co has three competitors which are the Bata Shoes, Skechers and Crocs. Every of the competitors have their own strengths and weaknesses. Moreover, Neese.co planned multiple marketing strategy to ensure the success of the business and maximize the profit. The project report also described the management team which divided into four section. The first section is the key management roles, the second section is the career highlights, third is the duties and responsibility of the management team according to their position, fourth is the management compensation and ownership and lastly is the supporting professional advisors.