



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
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NICE SELF-SAFETY ALARM SHOES BLUEPRINT

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1.0 EXECUTIVE SUMMARY

This section is divided into five sections which are brief description of the business and product concepts, the target market and projections, the competitive advantages, the profitability and the management team.

1.1 BRIEF DESCRIPTION OF THE BUSINESS AND PRODUCT CONCEPTS

Nowadays, industry manufacturing looking more interested in shoes product where people would like to have their own shoes. Today, many types of shoes are produce in variety looks, styles, colours and the benefits itself. Each of the people has their own dreams shoes styles that they interested of.

Nice company is a company that is formed under partnership and targeted to be one of the top company in Malaysia by providing the shoes product which is Nice Self-Safety Alarm Shoes to the customers. The product is the combination of shoes and the technology of self-safety alarm shoes which it is invented to make people feel secured when they use this invention. This invention is small and compact in size and can be installed in footwear. This compact design makes it very convenient to use, since most people wear footwear all the time for in such activities as going to work, school, exercise or when they perform sports.

The objective for the production of this product was to create new product that combine the existing product with new technologies. This product can help customers feel safe when they are somewhere out of their house by using self-safety alarm shoes as well as increase the safety and security of the user by using technology.

The design and features of this product are significantly custom made so that this product can fully perform according this project intention to accomplish it objectives. The unique features of this product is the technology is being implant in the shoes which shoes product with technology had not been invented yet.

This product has its own benefits because it can reduce many problems especially people who have security and safety problems. This is also suitable to be wear in many places and it is referring a technology which gives this product more beneficial.

Nice company confident that their company are being marketed to attract the public and thus provide a double benefit to the company because there is always something for everyone needed.