



S.O.S SDN BHD
BLUEPRINT (BP)

FACULTY & PROGRAMME : FACULTY OF COMPUTER
AND MATHEMATICAL
SCIENCES (CS248)

PROJECT TITTLE : BLUEPRINT THE SAVIOUR
SHOE

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SUBMISSION DATE : 3RD JULY 2020

Acknowledgement

First and foremost, praise and thanks to God the Almighty for His showers of blessings throughout my project work to successfully complete the project. To my technology entrepreneurship lecturer Madam Kunie, UiTM Seremban Campus 3, I would like to express my deep and sincere gratitude for giving me the opportunity to do a project and to provide invaluable guidance throughout this project. I am deeply inspired by her dynamism, vision, sincerity, and motivation. Working and studying under her guidance was a great privilege and honor. I want to thank her for her friendship, empathy, and great sense of humor, too.

I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating me and preparing me for my future. I also express my gratitude to my sisters, brother, for lending me of their internet and hotspot. Finally, my special thanks go to my friend who has supported me directly or indirectly in completing the project.

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Executive Summary

Brief Description of the business and product concept

The company was named as S.O.S SDN BHD is partnership business that supplied the safety shoe called the Saviour Shoe. S.O.S SDN BHD aims to be the most competitive and reliable company in provide technological shoe. Our business concept is basically to provide shoe with technology devices that mainly focus on safety of people nowadays. The concept of the saviour shoe are to reduce the risk of crime happened to people's nowadays while improve the quality of life by providing them one step ahead of security. The Saviour Shoe used the elements of product concept such as usability by providing wireless charging to improve the productivity of usage of the shoe. The price concept of the shoe is based on "affordable-luxury" concept which offered device technology in the shoe with affordable and reasonable price while at the same time providing people the best quality and functionality of the shoe.

The target market and projection

The company have already classified our target market which we think could bring a very high profit monthly. In our case, we had agreed to divide the target market into target customers. For the target customer, we have four classes of people which are elderly, adult, teenager, and children above 4 years old for both gender female and male. Since the company is still very new in the market and we realizing it is important to attract investor, S.O.S SDN BHD uses two types of financial projection which are short-term projections and mid-term projections. For the short- term projections, they are broken down month by month while mid-term projections cover the coming three years and broken down into yearly projections.