



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
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MALAYSIA



SYNERGY SDN. BHD.

TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT REPORT (SMART SHOE)

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1. EXECUTIVE SUMMARY

1.1. Brief description of the business and product concepts

In this modern era, technology has widely used in human life to make their work easy and it is improving day by day. Besides, through the marketing process, the entrepreneur always making the technology available with new innovative good. Synergy Sdn. Bhd. has produced a technology-based product called Smart Shoe that provides a security emergency alarm to help the people who are in danger. This shoe can solve the woman's problem by providing the security emergency alarm that is located in the shoe. When the women are in danger, they just have to press the button on the shoe and the shoe will make the alarm sound. By using this shoe will helps women feel safer to walk alone or by a group.

1.2. The target market and projections

Our company's target market is women who are live around Pulau Pinang. We have estimates that the potential customer is half of the total population in Pulau Pinang and the target market for these shoes is 2.5% from the potential customers.

1.3. The competitive advantages

The product introduced by our company has many competitors. In the business, we will ensure that our customers will get more benefit from our technological product. In the industry, our competitors have their own product's benefit but the difference between our product and the competitors is technological added which is security emergency alarm with GPS tracker.

1.4. The profitability

The Smart Shoe can be sold and be one of the unique shoes that have a great potential growth to country. The industry can gain a much profit by introducing the product since these shoes will attract the customer with the design, function and features of the shoe. This, this will increase the production of our product and at the same time will increase market demand.

1.5. The management team

Synergy Sdn. Bhd. is a partnership business that consists of five members which are Chief Executive Manager, Administration Manager, Marketing Manager, Operations Manager and Financial Manager. In this form of business, each member have their own duties and responsibilities to make the business run smoothly.

2. INTRODUCTION

Synergy Sdn. Bhd. was established on June 2020. The company was located at Kawasan Perindustrian Bukit Mertajam, Bukit Mertajam, Pulau Pinang. The business is owned by Siti Zuraida Rusli who is the founder and chief executive of Synergy Sdn. Bhd. Synergy Sdn. Bhd is a partnership business. The new product development from Synergy Sdn. Bhd. is Smart Shoe. The Smart Shoe is a shoe that improve with the latest technology which have a security emergency alarm located in the shoe. This Smart Shoe was created since there is an increase of crimes toward women. Smart Shoe is a new idea to replace the self-defense tool such as pepper spray or umbrella that is commonly used by women to protect themselves from the danger.