



اَوْنِبُوْرَسِيْتِي تِي كُنُوْلُوْمِي مَبَارَا
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MARA



ENT600 TECHNOLOGY ENTREPRENEURSHIP BLUEPRINT REPORT INTELLIGENCE SHOES

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1.0 EXECUTIVE SUMMARY

1.1 Description of the product concepts

Our app is called 'Intelligence Shoes', which means multi-purpose smart shoes especially for people who often have foot aches and discomfort when walking or standing for too long, which is right for whom our application fits. Our product concept is about footwear that can relieve foot pain and discomfort. This product comes with 2 functions consisting of massage and cooling functions. Among the main material is a good acupuncture site for the function. In addition, the product uses bluetooth technology and 'Aqilaz Shoes' mobile application which is connected to the shoe and adjusts the mode through the application. Using this product will make it easier for someone who wants to customize the function.

1.2 The target market and projections

Our target market is for people who love to go out and do activities that involve movement like travellers and workers. This is because if one feels pain and discomfort in the leg area, this product can provide relief to the pain the wearer is experiencing. It can indirectly solve problems encountered in emergency because not all places provide massage services or cooling feet. In addition, the use of the 'Aqilaz Shoes' application gives users the convenience and convenience to adjust their desired mode.

1.3 The competitive advantages

Our product will deal with other types of vendors that sell products that are about the same function as this product. There is no doubt that our competitors have the best product quality and have their own loyal customers. However, it did not threaten me to expand the business to go further. With this new product it will penetrate market, people may find out what the benefits are offered to them. We will be updating regularly with improvements to make it easier for users to use it through the applications provided.

1.4 The profitability

Initially, our product only started with a sum of RM80,000 as the initial capital. This is the first step to creating Intelligence Shoes. Our annual cash flow statement shows that products for Intelligence Shoes are growing rapidly. The company's annual income statement shows the incredible profits we make through this product. We also provide a balance sheet to ensure that the company's financial position is on track. From this, we can re-evaluate the problems that this company may face before it gets worse.

1.5 The management team

Our team management is made up of five people. Starting with the General Manager myself, Muhamad Aqil Azib Bin Jamil who will oversee the entire business and ensure that our products are manufactured according to the schedule. Our Administrative Manager, Norlaila Natasha Binti Norhan, will assist in resolving all administrative matters such as managing and disseminating all information among all managers. Next up is our Marketing Manager, Siti Ruziyana Binti Yatim. She is assigned to oversee the current offering and work on initiatives for new products and services to ensure that consumers will prefer this product for their future use. She also needs to set marketing goals based on past performance and market forecasts. Our Finance Manager, Farah Diyanah Binti Hairi will predict our future financial trends in terms of profit or loss. She is also assigned to collect, interpret and review all financial information. Last is our Operations Manager, Nur Syahirah Binti Adnan. She is responsible for ensuring that all Intelligence Shoes production systems are running smoothly and efficiently. She will work closely with the General Manager to implement policies, procedures and systems and also analyze workflow processes, workforce requirements and equipment space and layout.