



TECHNOLOGY BLUEPRINT

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IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

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EXECUTIVE SUMMARY

Helmet plays an important role to all motorcyclists in this world. It protects the head and complements the skull in protecting the human brain. There are some issues among motorcyclists in protecting helmet when leaving their motorcycle. Although there are some products in the market, but it still does not meet the user's requirements. Hence, Racingsories Sdn. Bhd. wants to introduce a new product which is the "*Helmet's Raincoat*". The Helmet's Raincoat is a portable, compact, durable and easy to use as it uses high quality and technology of materials to protect helmets from some circumstances.

The target market for the Helmet's Raincoat are all motorcyclists in Shah Alam. Customers who are in the middle level economy to the higher level economy are our potential buyers. We also focus on people who are using helmet that are not going to use storage box for their motorcycle and at the same time want to protect their helmet from getting wet. We are focusing on people in the age between 16-50 years old, motorcyclists from school kids, universities student and workers. Since Malaysia is having climate of the equator, the demand to protect motorcyclist's helmet is highly expected. We grab this opportunity to sell this product to the retailers and wholesalers.

The Helmet's Raincoat could overcome problems faced by motorcyclists because it uses high quality and technology of waterproof polyester fabric, which is foldable and can be stored inside the rear seat of the motorcycle. A rubber string will be placed at the folded part so that our raincoat will be stretchable and easy to use. The attachment of the raincoat will combine with high quality and technology of PP webbing and stainless steel round ring to be attached at the hook of rear seat of the motorcycle. This material will make it not easy to be cut, which can reduce the rate of helmet theft. Our product is different with the competitors such as GIVI box, SHOEI and D.I.Y cover.

The profitability of our company is highly achievable as the sales forecast for year 1 is RM 453,600. It is increasing from year 1 until year 3 with the increase of sales percentage every year. We are confident to boost up our sales every month and year as Malaysia is having climate of the equator. Thus, the demand to protect motorcyclist's helmet is highly expected.

In addition, our company consists of five key management roles which are General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Mohd Amirullah Bin Shahri plays important roles as General Manager and Administration Manager. Mohamad Faiz Aiman Bin Mohd Sohib plays a role as Marketing Manager. Nur Aisyah Nadhirah Binti Aziz plays roles as Operational Manager and Financial Manager. Everyone plays an important role in the company and we help each other to develop this company.