



INTELLIGENT SHOES

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EXECUTIVE SUMMARY

0.1. Description of the product concept

The concept of an Intelligent Shoes is about a shoes that has a function of massaging that easy to use and carry anywhere. The vibrating technology is used to massage the foot. Other than that, an application is used to control the motion of massaging where an application can be downloaded at Play Store for free. To activate the shoes and connect to the apps, user id for the shoes is use button on/off use for customer to on or off the shoes. Furthermore, an Intelligent Shoes also use a material that water resistances to make sure that the product could be long lasting and protect from water.

0.2. The target market and projection

Our target market form any level of age started from 13 years old who has a foot problem and people who always care about their health. Other than that our target customer are from medium to high level income because we selling the product from medium range that affordable for people to buy the product.

0.3. The competitive advantages

Our product will face with another company that provide a great product for massaging. However, with the new innovation of the shoes into the market, people will perhaps discover the advantages of what our product has to offer. Our product is is use application so, with its mobile advantages, user can choose the motion of massaging that they want compared to other massaging machine which is difficult to handle and set up the motion of massaging.

0.4. The profitability

Our application starts with the amount of RM 81,144 for start-up cost. This is the first step of the amount for RS Sdn. Bhd. We estimate that that the profit of the company increase since the market share will be increase.

0.5. The management team

Our team management consist of five people. Starting with our General Manager, Siti Ruziyana Binti Yatim who will control the whole business and ensure that the making of our product are on schedule. Our Administration Manager, Nurhasnani Binti Amharis, will assist in resolving in any kind of administrative-related problems. She has to manage and distribute all the information among all managers. Next one is our Marketing Manager, Nurfatin Nabilah Binti Mohd Fauzi. She must observe on how to promote the Intelligent Shoes to make sure that people know about the existing of our product. She need to establish marketing goals based on past performances and market forecast. Our Financial Manager, Siti Ayuni Binti Mohd Jamil will predictour future financial trends in term of profit or loss. Her main task is to collect, interpret and review all the financial information. Lastly is our Operational Manager, Nurul Nuratikah Binti Mohd Zainal. He job is to make sure all the operations in producing and selling activities work in order. She will closely deal with General Manager to implement policies, procedures and system and also has to analyze the process of work-flow, employee and space requirement and equipment layout.