



## **TECHNOLOGY ENTREPRENEURSHIP (ENT600)**

### **TECHNOLOGY VENTURE BLUEPRINT**

#### **MEDISHOE SDN BHD**

**FACULTY : COMPUTER AND MATHEMATICAL SCIENCES**

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

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## **1.0 EXECUTIVE SUMMARY**

MEDISHOE Sdn Bhd is a Malaysia based company that produce multi types of shoes or medical shoes for the problem foot faced by people. The company is one of the big manufacturer of shoes that is set to complete in the highly competitive in manufacture and export of quality rice shoes. Serving in the manufacturing of various designs of shoes in the industry, we have produced more than 100 units of products for our clients' selection.

MEDISHOE Sdn Bhd involved in manufacture the product of Medi Shoe 1.0. We progressively improve on our product designs, materials as well as the manufacturing process, in order to maximize product quality, reliability and customer satisfaction.

The business goal is to attain a strong branding position as a shoes product name in shoes industry, that is renowned for products quality and service reliability. The company also committed to continuously provide creative, innovative and new shoes ideas in meeting customers' promotional needs. The company will ensure many products are carrying the marquee of major international corporate establishments, both locally and international level.

The workers are going to be selected from a pool of talented and highly creative staff in Malaysia as the business grows. The company will make sure that we take all the members of our workforce through the required trainings that will position them to meet the expectation of the company and to compete with leading manufacturer of shoes in the Malaysia and throughout the globe.

At MEDISHOE Sdn Bhd, the client's best interest come first, and everything we do will be guided by our values and professional ethics. The company will ensure that we hold ourselves accountable to the highest standards by delivering excellent and neat jobs and also meeting our client's needs precisely and completely. The company will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for the clients.

## 2.0 PRODUCT DESCRIPTION

The Medi Shoe 1.0 is designed with more extra and futuristic features than common shoes especially for gout sufferers. It is designed to ensure that the shoe will be super effective to give comfort, relief gout pain usually faced by gout sufferers when wearing shoes.

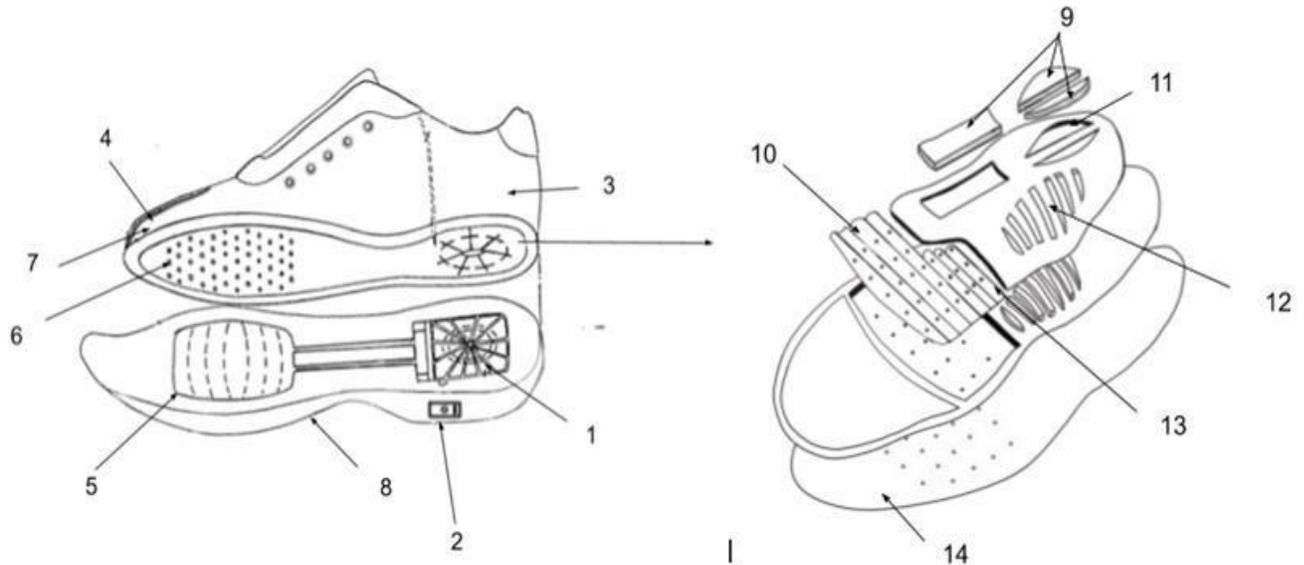


Figure 1 : Medi Shoe 1.0

1. **Air pump** : By using the dynamic force from the user which can be converted into the energy for the air pump so that outer air can be taken in and transferred in the surplus space of the shoe. Air is absorbed, then is transferred to the front of the foot at the inner side of the shoe, and then is vented out through gaps in the shoe surface so that air circulates between the interior and exterior of the shoe. Thus, the shoes are permeable and cooled so that the wearer will feel comfortable.
2. **Hemi-cone piston** : The center of the piston at the front end is installed with an air valve. The hemi-cone protrusions of the piston extend from the inner side to the outer side of air pump. The round air valve serves to absorb and seal air. The piston at the outer surface of the left vertical periphery is