



ENT600 TECHNOLOGY ENTREPRENEURSHIP

BLUEPRINT: ADJUSTABLE SIZE SHOE (BY PROSKI)



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1. Executive Summary

Established in April 2019, PROSKI Sdn Bhd is a company that focusing on innovation of adjustable size technology on baby shoes as their first product since their establishment. This company founded by Muhammad Alif bin Zulkifly, a young man that have experience on footwear engineering and working in the industry for about 8 years. They have come out with a new product innovation named Adjustable Size Shoe; a shoe that adjust it sizes into 5 different measurement. Not like other shoes in the market that only have one fixed size, this shoe can be used 5 times longer for a single user compared to a usual baby or toddler shoe because of this technology. Not only that, this shoe also has some great features and new in baby and toddler shoe product line which are water-resistant for the upper body part and a more grip and durable outsole that used the same material as tyre for vehicles.

This product will be focusing on reach parent who from middle and high group income (M40 and T20) who have child at range of 18 months to 4 years old as their main target market. This product is suitable for parents who want to give their child a decent experience on using shoes however want to save some money from buying many shoes for them as their feet grow fast at that age stage. As this technology emerge and introduced by PROSKI, it gives many advantages to the company and the market. First, this innovation will give PROSKI a big platform to become one of the companies that will hold a large market share hence make many profits considering the potential of this product to do well in the market. Next, this innovation will give benefit to consumers as they can solve the problem regarding to the period for a shoe can be used for their child as baby and toddler feet growing fast as their age increase. Customers also will have more options to choose from before purchase shoes for their child and the market will be more vary. As for competitor's perspectives, they will gain the benefits in the form of their competitiveness towards the market. This will trigger them to come out with their own innovation hence it will benefit the industry and consumers.

As the target market for this product is large, PROSKI targeting on gaining as much profit as possible. The company have set their estimation and target for the first three years of entering the market. They are targeting only 1% of their target population which are 7,787 products sold for the first year. As this product will be sold for RM 150.00, this will bring a large amount of sales for the company. PROSKI would not stop at there, the company also are targeting for the increment of the sales for the next 2 years with the potential of this product and great strategies to achieve that. PROSKI also have estimated the market share they will hold with other big competitors, as the company estimated that they will hold 10% of the market share for the first year of launching and will increase for the next 2 years. PROSKI management team consists of 6 department with 11 key roles leading by the founder itself as the Chief Executive Officer (CEO), Muhammad Alif Bin Zulkifly. The departments mentioned are Human Resource, Account and Finance, Marketing and Sales Manager, Research and Product Development, Warehouse and Production, and Procurement and Purchasing. All the department have its own head of department. The other key roles for PROSKI management team are the Chief Operation Officer, IT Manager, Graphic Designer and Quality Control.

2. Product or Services Description

2.1 Product Description

PROSKI was established as the company that invented a new technology of shoes which have potential to lead the market of baby and kid shoes. The main idea of the innovation bring by the company is to solve problem faced by most of parents out there regarding to their children shoes when the child in a phase of growth. The product that invented by this company known as “Adjustable Size Shoes”, where it has feature of adjusting the size of the shoes in the range of certain sizes.

Adjustable Size Shoe is an invention for baby shoe product that took a concept from adjustable height cane which can adjust its size using application of pull, sliding and lock. Using this technology, this shoe capable of having more than one fix size, as it can adjust its size into size 5, 6, 7, 8 and 9 in US size standard. Babies can wear this shoe based on their feet current size without need to buy a new one as their feet will consistently grow when their age increase. This technology is new in the market as all shoes in current market only have one fixed size measurement, hence only can be used for a period where baby still in the same size of feet measurement.

As this product is one of apparel component in human daily life, founder of this product cannot ignore the design aspect for this Adjustable Size Shoe. The design of the product is important as it is one of the main reasons for parent to buy shoes for their children. Thus, this product will be produced with various colours such as black, neon colours, and pastel colours. This shoe also using Velcro straps as it is more convenient to be used for baby compared to lace. Also, this shoe come with an attractive design that looks modern and following the current trend.

Some extra features are added into this product to make it more valuable. The first extra feature is the outsole that used the same component and material as tyre for vehicles that will increase the durability grip and stability of the shoe massively. This feature really helpful to ensure users have extra stability and would not slip easily hence it will increase the safety feature of this product. The next extra feature is the body of the shoe that made of a water-resistant component to make the shoe withstand a wet and dirty condition. This feature is a big bonus for parents to ensure the shoe would not get wet or dirt easily, hence will make this shoe easy to care of.

2.2 Application of the Products and Special Features

Adjustable Size Shoe is a massive improvement with many great features, compared to the current baby shoe in the market. This shoe looks just like an ordinary baby shoe; however, it has capability to adjust its size to match the size of user's feet once it grows. The current existing baby shoe products only have one fixed size and it cannot change it. This shoe characteristic makes it unusable once the baby feet grow. Adjustable Size Shoe have come with a new and special feature to improve significantly the period for a single shoe can be used for a particular user.

The adjustable size feature is capable to make this shoe be at 5 different size measurements, which are size 5, 6, 7, 8, and 9 US standard size measurement for babies and kids. Hence this shoe can be usable 5 times longer than the current baby shoes in the market. This shoe is initially having a size 5 in US standard, equivalent to 12.5 cm inside sole length. However, this is where the main features for this shoe take it roles, as this shoe can adjust it size to another 4 sizes. This feature being implemented at the midsole part where there is moving part at the midsole, and also a lock to make the size stay as intended.

The method of using this shoe is easy, parent just need to push two buttons on the side of shoe's midsole, then they can slide that front part of the midsole and outsole according to the size they want. The buttons act as the control for the lock, and there are 2 part for the midsole which are the front part and back part. The moving part for this shoe is on the front side of the midsole, attach with the button to control the lock. And on the back part, it consists 5 holes on the side surface, indicating 5 sizes which this shoe capable to be extended. The holes act as indicator of the 5 sizes and act as the place for the lock to hold the shoes.

Not only that, Adjustable Size Shoe also come out with other improvement in some department compare to the current baby shoes in the market. First, the outsole of this shoe has a more grip and higher durability. It is made of a combination of two synthetic rubber which are Butadiene rubber and Styrene Butadiene rubber, the exact same material used to make tyre for vehicles. This material will make the outsole material have the same character as tyre which are extremely durability and not slippery. This feature is included to counter the problem of babies or toddler who easily fall down while walking. This technology will ensure the shoe will be less slippery and more durable compare to usual outsole. Compare to the typical outsole used in other shoes, this technology is a significant improvement that will guarantee a better experience to the buyers.

Another special features that makes this shoe special from a usual baby shoes are that it has a flexible and water-resistant shoe body. Made by the combination fabric materials of neoprene, vinyl, nylon and spandex, it will ensure that this shoe flexible enough to withstand the force channel and maintain it shapes while parents stretch the shoe to enlarge the size of the shoe. Neoprene, vinyl and nylon will ensure this shoe has water-resistant feature. This will come in handy especially when babies love to play around without aware of their surroundings, whether its dirty or wet. This feature will ensure that the shoe will always look new as it would not wet or dirt easily. This improvement on baby shoe products will take the market of baby shoe lines