



ENT600 TECHNOLOGY ENTREPRENEURSHIP
PROJECT 4 : TECHNOLOGY VENTURE BLUEPRINT



STJARNA SDN BHD

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1.0 EXECUTIVE SUMMARY

Stjarna Sdn. Bhd offers a comfortable and safe baby shoes product for the customer by providing the excellent features that will gives high satisfaction to the customers.

The business's customer is being defined as parents that have child aged 10 months and above and belonged to the middle-income level (M40). This product will be marketed nationwide as there are no restriction in advertising this new product by using online approach that have been so convenient these days.

Stjarna Sdn Bhd marketing strategy is to focus on marketing and promoting the quality and function of the product. The unique feature that provide value to this new product will be aggressively emphasized to attract the customer to buy the product.

The management of Stjarna Sdn Bhd consists of seven top management workers, one advisor and three salespersons. The management team have a great experience in the footwear industry and hold the responsibilities to accomplish the goals of this company.

2.0 PRODUCT DESCRIPTION

2.1 Detail of the Product

Gel Memory Foam Baby Shoe is a product idea for the baby aged 10 months and above equipped with basic features and safety-based special features. Memory Foam Baby Shoes include the insole that used Memory Foam technology.

Another special feature is this baby shoe has hook-and-loop fastener; act as a feature that benefits the customer in offering a baby shoe with adjustable size. This feature enables the shoe to be an adjustable shoe where its size can be up to 3 size for only one pair of baby shoes.

For the outer part of this baby shoes, the fabric will cover the baby feet is genuine soft leather. Soft leather is breathable, allowing the in-and-out of the airflow. As baby's skin are soft and delicate, extra care are needed to ensure that any allergic reaction or rashes on the baby's skin can be avoided. This feature can prevent irritation and help the baby's skin breathe.

Elastic ankle grip will ensure that the shoes are stay on but at the same time are easily to put on. This feature gently grips the baby's ankle so that it is hard for the baby to kick off the shoes. This stretchy elastic ankle makes it easy for the baby to put on their shoes even without the adult's help.

The sole of this baby shoes is slip resist sole, enable the baby's feet to grip on the floor. This feature is crucial on developing balance as well developing the muscle needed for the baby to walk. Even though the baby shoes are soft and flexible, it also provides a sturdy sole that are perfect for the baby during their learning to walk phase.

2.2 Application of the Product

Baby shoes is a footwear intended to protect and give comfort to the baby's feet. The current baby shoes in the market has offered the basic function of a baby shoe; protecting and comforting the baby's feet. To boost the comfort, convenience and the safety aspect of the current existing baby's shoes, this new innovative baby shoes implement Gel Memory Foam technology to offer the greatest support and comfort to the baby's feet to the fullest.

2.3 Unique Feature of the Product

This product idea will use Memory Foam as the insole and have hook-and-loop fastener feature. Both features provide a significant value to this product. Gel Memory Foam insole provides the baby's feet with cradling comfort while giving them cooling after-effect. This feature will provide a significant support for the baby's early walking ability, encouraging balance, coordination and neural feedback process.

For the hook-and-loop fastener, this feature offers a baby shoes with an adjustable size, which one pair of shoes can be worn up to 3 size. As baby's feet grow rapidly, a serious concern was there between the parents where they had to frequently buy baby shoes for their baby. This unique feature of this shoes will be able to attract the attention of potential target market to buy this product.

The competitors might provide a baby shoes with the same basic function of it, however what is difference with this product is that it improves the existing product function. For an instance, there are competitor that provide the memory foam technology in their shoes. This new innovated Gel Memory Foam baby shoe is great in term of the heat retention and the cooler effect of the gel-infused memory foam. The expandable element is also new in the baby shoes product that hence become one of the customers concerns.

2.4 Development of Product

Various aspect and element have contributed to the time and cost spent in developing this product. To understand better in the sector of the baby footwear product, an interview has been conducted. Furthermore, market survey has been done to know the market segmentation of the potential target market of this product. to be able to produce a prototype of this product before it being launched, the NPD process have been conducted.