



UNIVERSITI TEKNOLOGI MARA
FACULTY OF SPORTS SCIENCE & RECREATION

ENT 600
TECHNOLOGY ENTREPRENEURSHIP

TOPIC:
MULTI PURPOSE SHOES

GROUP MEMBERS

HASRUL HANIF BIN HARITH (2013505527)
INTAN NOORAMIRA BINTI MAZLAN (2013167193)
MOHAMMAD SHAH ISKANDAR BIN MAWARDI (2014300611)
MOHD KHAIRUL FITRI BIN ROSLAN (2013996733)
NUUR FAZLIYANA BINTI ABU BAKAR (2013113395)

LECTURER

MDM. ZANARIAH ZAINAL ABIDIN

TABLE OF CONTENT

Contents

- TABLE OF CONTENT 1
- CHAPTER 1: PRODUCT DESCRIPTION 3
 - 1.1 INTRODUCTION..... 3
 - 1.2 PURPOSE OF DEVELOPMENT 3
 - 1.2.1 BACKGROUND OF STUDY..... 3
 - 1.3 PRODUCT CONCEPT 3
 - 1.4 APPLICATION 3
 - 1.4.1 FUNCTIONS..... 3
 - 1.5 UNIQUE FEATURES..... 4
 - 1.5.1 PICTURE DESCRIPTION..... 4
- CHAPTER 2 : TECHNOLOGY DESCRIPTION..... 5
 - 2.1 OVERVIEW OF PRODUCT PROTOTYPE..... 5
 - 2.1 SHOES 6
 - 2.2 PEDOMETER 7
 - 2.3 INFRARED CHIP 7
 - 2.4 USB PORTABLE..... 8
- CHAPTER 3: MARKETING RESEARCH AND ANALYSIS..... 9
 - 3.1 TARGET MARKET 9
 - 3.2 MARKET SIZE..... 9
 - 3.3 COMPETITION AND COMPETITIVE EDGES 9
 - 3.4 ESTIMATED COST PER UNIT 9
 - 3.5 SELLING PRICE 9
 - 3.6 MARKETING STRATEGIES 10
- CHAPTER 4: FINANCIAL PLAN..... 11
 - 4.1 START-UP COST..... 11
 - 4.2 WORKING CAPITAL 12
 - 4.3 COST OF COMPONENT PER PROTOTYPE..... 12
 - 4.4 TOTAL COST..... 13
- CHAPTER 5: MANAGEMENT TEAM..... 14

CHAPTER 1: PRODUCT DESCRIPTION

1.1 INTRODUCTION

Based on the observation, we have found that injury occurs when misused of shoe soles with an appropriate technique and condition of ground surface. In addition, we did not know the condition of our cardiovascular system, which is good or bad with regular shoes. Thus, we create a product which can solves the misused of shoe soles and know our body health condition.

1.2 PURPOSE OF DEVELOPMENT

The purpose of our product is to prevent injury, which causes of shoes sole with suitable activity. Furthermore, our product can also determine the calorie burn, heart rate through the monitor and infrared.

1.2.1 BACKGROUND OF STUDY

It is known knowledge that used the wrong type of shoe soles can result in injuries to the leg. However, people continue to use shoes with inappropriate shoe soles as they do not want to spend money on many pair of shoes. Prolong usage can lead to knee, ankle and calcaneal injury. The team has decided to develop shoe soles to address this problem.

1.3 PRODUCT CONCEPT

- Suitable for all ages (especially elderly)

1.4 APPLICATION

- To overcome the common injury causes by the shoes sole
- To Increase the regulation of body fluid, blood circulation and decrease the accumulation of toxin

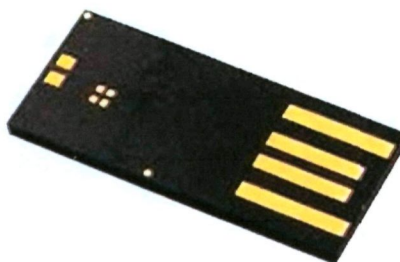
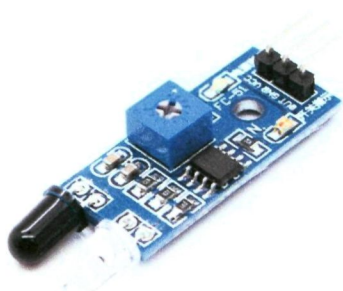
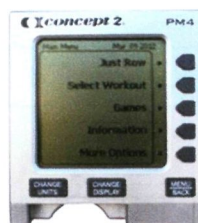
1.4.1 FUNCTIONS

- Portable USB : To connect the from the pedometer (heart rate, calorie burnt, blood pressure)
- Monitor: used to show heart rate, blood pressure and how much calorie burnt in our Body

1.5 UNIQUE FEATURES

1. Monitor
2. Infrared chip
3. Simulator
4. Portable USB

1.5.1 PICTURE DESCRIPTION



CHAPTER 2 : TECHNOLOGY DESCRIPTION

2.1 OVERVIEW OF PRODUCT PROTOTYPE

