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TECHNOLOGY BLUEPRINT



TECHNOLOGY BLUEPRINT TITLE (SMART TENDONHAMM TOUCH)

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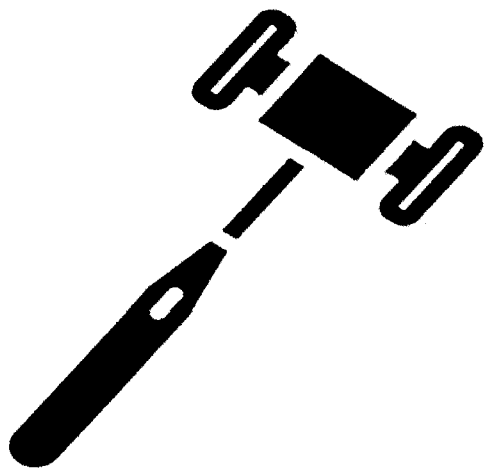
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5TH HARMONY SDN.BHD

1.0 EXECUTIVE SUMMARY

Our company known as 5th Harmony SDN. BHD. and have a new product in the market to introduce to the consumer especially healthcare practitioner. Our product is known as Smart TendonHamm Touch. Our company come up with this idea and targeting in supply this product as it can helps health practitioner in assessing patient more thoroughly. Smart TendonHamm Touch is a consumer friendly product as it can helps reduce time in assessing patient and also can provide an accurate result for the patient assessment. Overall marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain and the channel of distribution in the target market.

First of all our target market will be based at Klang Valley area since our company is established at Klang Valley area. For initial intensive selling effort, our company has set the target consumer which means type of customer group that would buy our product. The price is reasonable. Our company target for production in 2nd year we will target to increase it by RM 1 500,000. The management team in our company consist of several sections and is conducted by experienced employee to make sure our company is run efficiently.

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2.0 PRODUCT SERVICE DESCRIPTION

2.1 Introduction:

Assessment of the patient is a key component of Medical Practitioner Practice. It include patient history, general appearance, physical examination and vital signs. The physical assessment involve with our product are neurological assessment for deep tendon reflex testing and eye assessment. After initial observation combine with working experience towards usual Tendon Hammer in Hospital setting, the team had chosen a product that we believe can contribute to the Medical Practitioner community. Deep tendon reflex testing incorporates an assessment of the function and interplay of both sensory and motor pathways. The product is "Smart TendonHamm Touch". Our product known as Smart tendon hammer is a multifunction tendon hammer that have improved features which can facilitate in assessment of the patient. Our product is inspired from a humble tendon hammer that might seem like an outdated medical device, but its role in diagnosing disease is still as important as ever. It also most important tool in narrowing down the differential diagnosis.

2.2 Purpose of development:

The purpose of the product development are:

- Risk of misinterpretation during assessment
- Helping in Medical Practitioners in their practice

2.3 Product Concept:

- Increase confident among Medical Practitioner while doing assessment to patient with the aid of Smart TendonHamm Touch.
- To get accurate result for deep tendon reflex assessment and eyes assessment as this product can accurately measure the reflex and also the eye condition prevention of misinterpretation during assessment.