



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ALTIMATE RUNNING VEST

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TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT OR SERVICE DESCRIPTION.....	2
2.1 Product details.....	2
2.2 The Application of The Product	3
2.3 Unique Features of The Product	4
2.4. Development of the Product	5
2.5. The Pattern and Proprietary features of the Product.....	6
2.6. Opportunities.....	7
3.0 TECHNOLOGY DESCRIPTION	7
4.0 ADMINISTRATION PLAN	9
4.1 Organization Chart.....	9
4.2 Key Management Personnel	10
4.3 Management Compensation and Ownership	12
4.3.1 The Salary, Share of Ownership and The Amount of Equity Invested	12
4.4 Schedule of Remuneration for All the Managers and Workers.....	13
4.5 List of Office Furniture and Fittings.....	13
4.6 List of Office Supply and Utilities.....	14
4.7 Administration Budget.....	14
5.0 MARKETING PLAN	15
5.1 Market Size and Trends	15
5.2 Competition and Competitive Edges	16
5.3 Estimated Market Share and Sales.....	16
5.5 Market Research and Analysis.....	20
6.0 OPERATION PLAN	21
6.1 Process Planning for Manufacturing.....	21

1.0 EXECUTIVE SUMMARY

Nowadays, physical activity has become one of the best ways to stay healthy, especially in Malaysia. Running is one of the sports which many people take part which can be seen in any running event. Frankly, some of sport enthusiast they unable to enjoy their activity while taking some of memories such as photo from phone or camera because they do not know where to put it without holding it with their barehand. In past few years, sport vest has become a good product for sport enthusiast especially for runners and hikers. However, there are some lacks through the old version of sport vest which lead us to gain an opportunity to penetrate the market in production of sport vest with some additional features. It will be very useful and strategic product as the consumer can use it with way more beneficial in any condition anywhere. The Northern Elite Sport is the sports and outdoor apparel company. The company always bring with a high-quality sports and outdoor product suits with the company name. By introducing the new sport vest idea, the company demonstrate that it cares about the requirement of its consumers by introducing a new product to the market which satisfied the demand of the consumers. Northern Elite Sport believes that the new product can give beneficial features with good quality and sustainable product. Northern Elite Sport is a company that produce sport vest. The first production of Norther Elite Sport is the Altimate Vest. The product is classified as new to the firm products, which implies it is not a brand-new product but rather an innovative product created by a new company. The aim of this product is to provide useful features that help consumers to stay active safely every time. The product comes with some unique features such as waist strap, light reflector, detachable water bottle and many more features which believe that customer able to feel comfortable with the product. Northern Elite Sport believes that this product can attract many sports enthusiast and provide benefit to the company as the product meet the customer need and satisfaction.

2.0 PRODUCT OR SERVICE DESCRIPTION

This chapter will explain about the Altimate Running Vest in greater details and the opportunity of this product to be place in the market.

Company Logo



Company Name	Northern Elite Sports Enterprise (NES)
Product	Sports and Outdoor Apperal
Established	15 May 2021
Mission	To develop a successful product by offering our customers an optimal range of quality products for sports and outdoor activities
Vision	Be successful, efficient and competitive on the worldwide sports market in the future

2.1 Product details

The products that our company will produce and offer to consumers are Altimate Running Vest. This running vest is a designed to provide a better solution in overcoming the problems faced by many people. Problems such as heavy bag to carry important stuff, no water-resistance material to protect electronic items, and no safety alerts can be used in dark environment are