



CREO SHOES

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1.0 EXECUTIVE SUMMARY

1.1 Explanation of The Business and Product Concept

Shana Enterprise is a company that focuses on producing footwear that provides customers with the most multifunctional product yet still provides comfortability. This company tries their best to fulfill customers' needs by making sure they enjoy wearing their footwear while doing their daily activities. So, this team chose Creo Shoes as their product innovation that they want to commercialise on the market. This product is a multifunction shoe that can help users track their health by having a GPS Running Tracker and Step Counter. It also has a dual-fit adjuster to provide the most precise and comfortable fit according to the user's foot. Last but not least, it has an alarm that can help users track their shoes if they misplace them.

1.2 Target Market and Projections

We decided to conduct a survey in order to develop a better product for our target customers. So, our team made a Google Form to study customers' preferences. Then, this concept testing showed positive feedback for these innovative shoes. Based on the result, most of the respondents were willing to spend their money on owning these innovative shoes since they were multifunctional and came with a wireless charger and warranty. So, our target market for this product is young adults and teenagers, specifically athletes.

1.3 The Competitive Advantages

Customers may discover a wide variety of standard athletic shoes in the retail sector, therefore we created Creo as one of the goods that can offer buyers of this product a number of advantages. Additionally, Creo is developed in accordance with consumer preferences since we perform a study to gather all of the information necessary to ensure that Creo can mark its own place in the retail field. As a result, we came up with a product that has a multi-function system for the user.

1.4 The Profitability

If our product is in high demand, our marketing team will have made about half of our profit because we are the first company to choose to develop these high-quality athletic shoes. Just by selling these multifunctional Creo shoes, we might be able to increase our value.

1.5 The Management Team

The management team serves as the company's backbone for the most part. Shana Enterprise consists of five main backbones led by Fatimatul Anisa as the General Manager and she is supported by Nur Haziqah as the Administrative Manager, Aqilah Aishah as our Production Manager, Saidatul Najihah as our Financial Manager, and Nabilah as the Meetings Manager

2.0 PRODUCT OR SERVICE DESCRIPTION

The idea of features is crucial for creating and marketing a product because it perfectly illustrates the qualities that the item contains. It can express the product's capability. The goods have qualities that customers would obviously consider desirable advantages.

2.1 Product Details

Considering that our product is available in a range of styles, sizes, and designs, we want it to be the best version of itself. To fit the price range that we specify, the improvised features have been implemented. After we had a few discussions together, we can conclude that there are some requirements that will satisfy the customer's heart, such as the smart shoes tracker, GPS running and step counter and dual-fit adjuster.

After a few discussions within our company, SHANA Enterprise, about how we can enhance the features of a shoes tracker because there are additional features required to create the ideal shoes that the majority of people need and desire. We can control it both automatically and manually, making it more convenient. It can be done automatically because we can just adjust the functions through our apps called "Work It" via bluetooth. In contrast, it can be done manually if something unexpected happens while using it or to conserve the battery.