**TECHNICAL AND BUSINESS WRITING**

**ABSTRACT WRITING**

# Group Members

Mustafa Manga 17K-3795

Huzaifa Abid 17K-3807

Murtaza 17K-3886

Danish Abdullah 17K-3720

# Abstract

Surfing is the fastest growing sport which results in potential growth in surf industry. Over 400,000 surfboards are sold across the globe which yields up to 4 billion dollars per year. Surfing, while being the popular sports among youngsters, has room to make it even more interesting. One more thing which is popular among youngsters is music, hence Surfer Inc. decided to combine both. Surfing combined with music will create a pleasant and satisfying experience for the youngsters, increasing the popularity of surfing among other sports. This was achieved by the project called "The Surf Speaker". The Surf Speaker is a speaker which fits into any surfboard and gives its user a way to play music using an iPod, which is strapped to the users' arm. Wireless signals are sent to an internal FM receiver which then transmits sound through the speaker; this is all done using the technology called iTrip. Additionally, the batteries of the internal components are solar-powered, making the technology self-reliant. This innovative design of surfboards not only excites the surfers to surfing while listening to their favorite music, but also makes a massive room of growth in the market.