

SOG COMPANY LTD.

www.SOG.com



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WHO IS SOG?

An expert web and mobile app developer based in Malaysia. Though we work mostly from Kuala Lumpur, our partners span the globe. For businesses worldwide, we design and create top-tier web and mobile applications.





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WELCOME TO OUR COMPANY

In 2009, we began creating amazing experiences. Business was started by a group of four co-founders. They borrowed RM 500,000 from the bank. The first job they had with a company, for which they had a two-week deadline to complete an app called Shadow Light, was the most difficult. In 2015, the firm expanded and opened additional offices.





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PROBLEM STATEMENT

One of our business partners, “Fitness Guys”, has requested a mobile application for their members that answers all their basic questions about their physical health. The app will have exclusive features for gym members that will analyze their physical state based on their inputs and return feedback such as routines to stick to improve or maintain their health. The name of the application will be “BodyMath”.



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OBJECTIVE

59%

October

70%

November

93%

December

We intend to hire a team of 4 software developers and spend RM300,000 to release the first beta version of the mobile application (Body math) to our client “Fitness Guys” by January 1, 2023.



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TARGET MARKET/ DEMOGRAPHIC

Description

We have conducted market research on the gym industry in Malaysia and have discussed the needs and goals of our clients and companies in order to ensure that our app meets the standards and requirements of fitness consumers.

A decorative graphic in the bottom left corner features a dark blue background with a light blue network of interconnected circles and ovals. The network consists of several horizontal rows of nodes, each row containing a central oval node connected to two circular nodes on either side. These nodes are further connected by lines to other nodes in adjacent rows, creating a mesh-like structure.

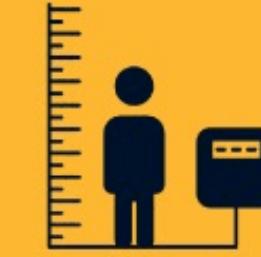


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PROPOSED APPLICATION

BODYMATH

BodyMath is a fitness application that is designed to analyze the user's body measurements and assist them based on their inputs.

A faint, abstract network diagram is visible in the background, composed of various interconnected nodes (circles) and lines (edges), suggesting a complex system or data flow.

BODYMATH



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MAIN FEATURES

BMI Calculator

A Body Mass Index (BMI) calculator is a tool that allows you to estimate your body fat based on your weight and height.

Body Fat Calculator

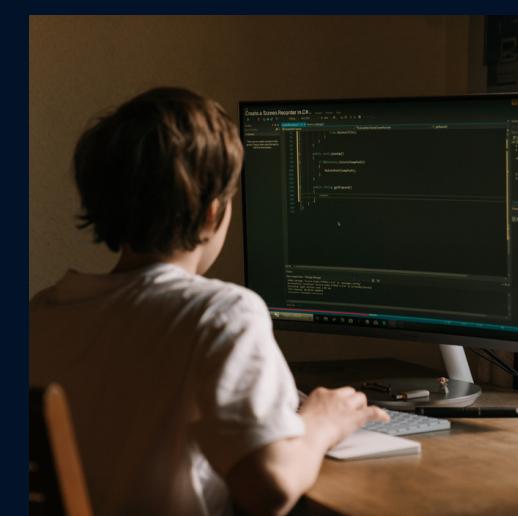
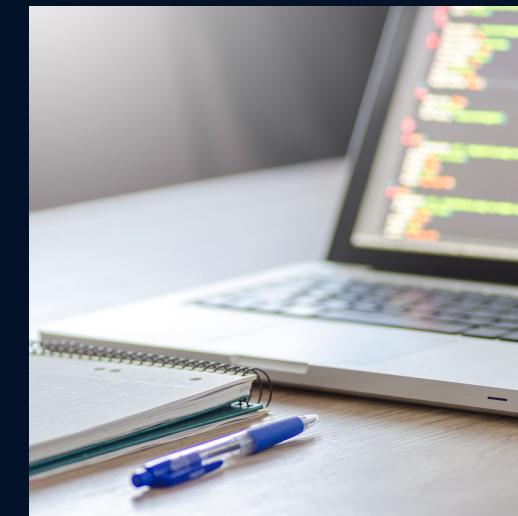
A Body Fat Calculator is a tool that allows you to estimate the percentage of fat in your body based on your weight, height, neck, hip, waist, age, and gender.

IBW Calculator

Ideal Body Weight (IBW) calculator is a tool that allows you to estimate the weight that is considered to be healthy for your height, weight, age, and gender.

Calorie Intake Calculator

A Calorie Intake Calculator is a tool that allows you to estimate the number of calories you need to consume each day to maintain your weight.





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APPLICATION DEMO

[HTTPS://YOUTU.BE/HMTHO_2CQKM](https://youtu.be/HMTHO_2CQKM)





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PROJECT COST

Type of Work	Backend Development (hours)	Mobile Application (hours)
Features	150	290
UI/UX design	-	125
Frameworks & libraries	133	200
Project management	90	180
Quality assurance	110	250
Total time	483	1045

We have 4 developers working on the application.

Each developer salary is RM6000.

Salaries for the 4 employees per month
 $= 4 * 6000 = \text{RM}24000$

Project duration is 3.5 months.

Total salaries for the whole project:
 $3.5 * 24000 = \text{RM}84000$

Backend and hosting price: RM5000

Testing price: RM10000

Total costs: $84000 + 5000 + 10000 = \text{RM}99,000$



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POTENTIAL REVENUE

Selling price: 300,000RM

Project cost: 99,000RM

Profit: SP - CP = 300,000 - 99,000 = RM201,000

Profit Percentage: (Profit / CP) * 100%

$$= (201,000 / 300,000) * 100\% = 67\%$$





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FUTURE IMPROVEMENTS

01

Exercise Tracking

Allows users to track their workouts, including the type of exercise, duration, distance, and intensity.

03

Personalized Workout Plans

Offers customized workout plans based on the user's fitness level, goals, and preferences.

02

Nutrition Tracking

Allows users to track their daily food intake, including the types and quantities of foods consumed.

04

Integration With Fitness Tracking Devices

Allows users to sync data from fitness tracking devices such as smartwatches or fitness bands.



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CONSTRAINTS

01

Competition

The fitness app market is highly competitive, and it can be difficult to differentiate your app from the many other options available to users.

02

Maintenance & Updates

Ongoing maintenance and updates are necessary to keep the app running smoothly and to add new features and functionality. This can be time-consuming and resource-intensive.



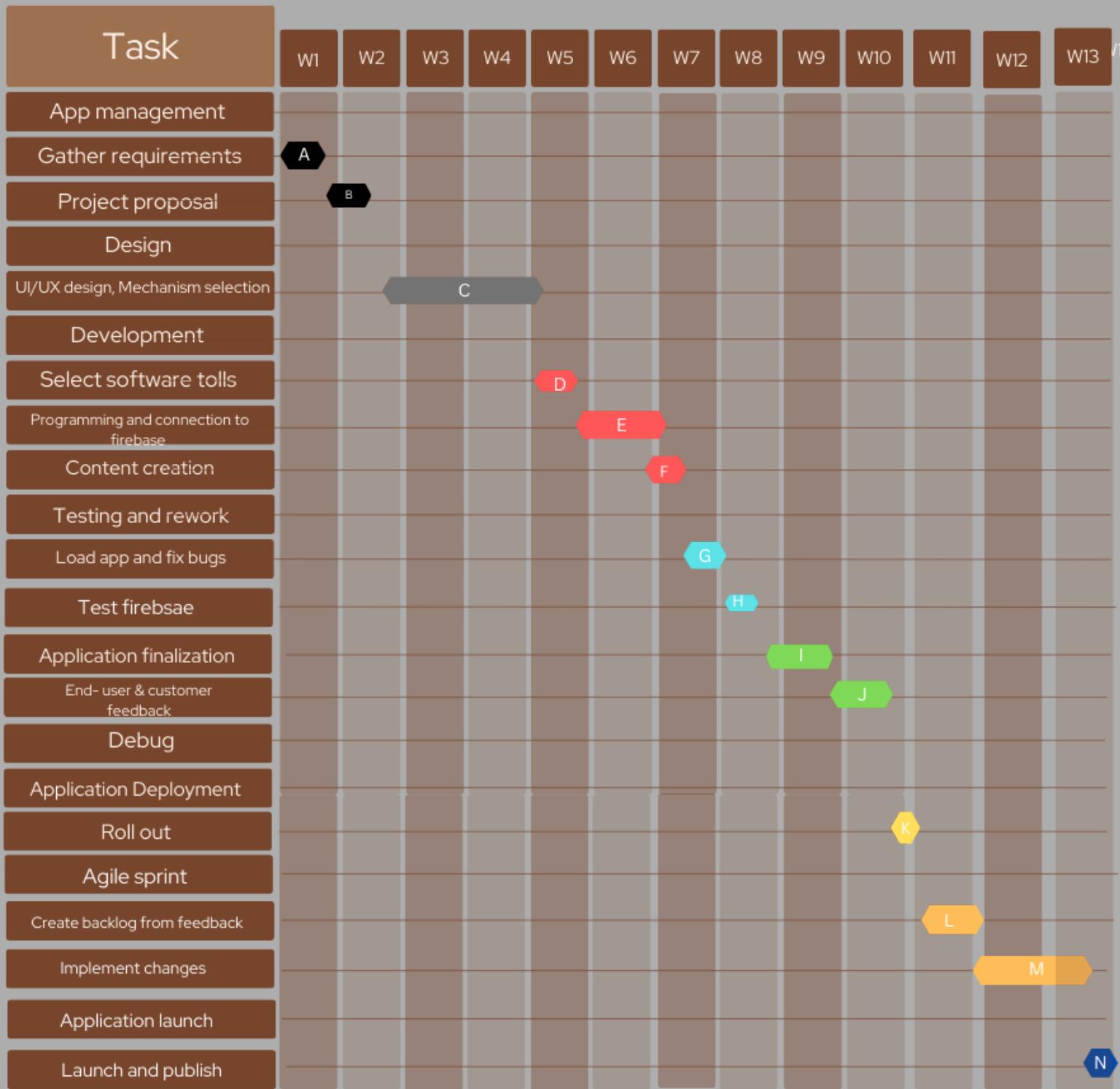


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PROJECT TIMELINE



Overall Gantt Chart





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THANK YOU



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