



## BUSINESS PLAN – AERO-GO



<b>Faculty</b>	:	Faculty of Hotel Management and Tourism
<b>Group</b>	:	HM260 (Group 7)
<b>Course</b>	:	Principles of Entrepreneurship
<b>Course Code</b>	:	ENT530
<b>Semester</b>	:	Semester 3
<b>Group Name</b>	:	AeroGo
<b>Group Members</b>	:	Nur Suraya Annisa Binti Rohasdan (2024651284) Nurul Balqis Binti Johari (2024212002) Nurul Najlaa Atirah Binti Muhammad (2024645262) Rabbi'atul Adawiyah Bt. Abd Rahman (2024236518) Siti Nourbaya Binti Mohd Shah (2024696186) Siti Raudhah Binti Sabree (2024243754)

**Submitted to: Madam Ainunnazlee binti Mohd Ali**

**Submission Date: 1<sup>st</sup> February 2026**

## TABLE OF CONTENT

CONTENT	PAGE
<b>ACKNOWLEDGEMENT</b>	
<b>1.0 EXECUTIVE SUMMARY</b>	<b>1</b>
<b>2.0 COMPANY PROFILE</b> 2.1 Details of Company Name, Logo and Vision 2.2 Company Background	<b>2</b>
<b>3.0 INDUSTRY ANALYSIS</b> 3.1 Size, Growth Rate and Sales Projection 3.2 Trends of Used by AeroGo	<b>6</b>
<b>4.0 PRODUCT OR SERVICE DESCRIPTION</b> 4.1 Details of the Product 4.2 How Product Fit in The Market 4.3 Value Proposition 4.4 Anticipated Customer Demand 4.5 Existing Competitor	<b>11</b>
<b>5.0 MARKET ANALYSIS AND STRATEGY</b> 5.1 Marketing Objectives 5.2 Competitor Analysis 5.3 Marketing Strategy 5.4 Financial Plan for Marketing	<b>19</b>
<b>6.0 OPERATION</b> 6.1 Development 6.2 Production 6.3 Facilities 6.4 Staffing 6.5 Equipment 6.6 Supplies	<b>34</b>
<b>7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE</b> 7.1 Management Team 7.2 External Resources and Services 7.3 Human Resources 7.4 Advisory Board 7.5 Organizational Budget	<b>52</b>

<b>8.0 FINANCIAL PROJECTION</b> 8.1 Start -up Cost 8.2 Working Capital 8.3 Start-up Capital and Financial	<b>64</b>
<b>9.0 PROJECT MILESTONE</b>	<b>66</b>
<b>10.0 CONCLUSION</b>	<b>67</b>
<b>REFERENCES</b>	
<b>APPENDICES</b>	

## **ACKNOWLEDGEMENT**

First and foremost, all praise and gratitude to Allah SWT, the Almighty, for His blessings, guidance and strength throughout the completion of this assignment. Because of His blessing and guidance, we are able to complete this assignment successfully before the due date without any challenges.

We would like to take this opportunity to express our deep and sincere gratitude to Madam Ainunnazlee Binti Mohd Ali, our Principles of Entrepreneurship (ENT530) lecturer, for the continuous guidance and support throughout completing this business plan report. Her consideration and patience in teaching and helping all her students have made the process of completing this report go smoothly and successfully.

We also want to take this opportunity to extend our gratitude toward our families and friends for their continuous support and encouragement during the process of completing this assignment.

Lastly, this group project report could not successfully be completed without the dedication and cooperation from all the team members which is Nur Suraya, Nurul Balqis, Siti Nur Sarah, Nurul Najlaa, Siti Nourbaya, Siti Raudhah, and Rabbi'atul Adawiyah. Thank you for your commitment and teamwork, despite your busy schedules. Each one of you deserves recognition for making this project a success.

## **1.0 EXECUTIVE SUMMARY**

AeroGo Sdn. Bhd. is a travel-technology company established in 2025 to address common baggage-related challenges faced by air travelers, particularly issues involving excess luggage weight, airline penalties, and travel stress. Operating within the travel accessories and smart luggage industry, AeroGo introduces an innovative Digital Self-Weigh Luggage that integrates advanced weighing technology directly into the luggage itself. The business was developed following extensive market observation and preliminary research, which identified increasing air travel demand, stricter airline baggage regulations, and a growing preference for smart, multifunctional travel products. With its strategic location at Kuala Lumpur International Airport (KLIA) and strong focus on technology-driven solutions, AeroGo aims to enhance travel efficiency while providing a more confident and stress-free travel experience for users.

The Digital Self-Weigh Luggage is positioned as a premium smart travel solution equipped with high-sensitivity weight sensors, LCD display, color-coded light indicators, sound alerts, Bluetooth connectivity, USB charging ports, a universal adapter, and an emergency flashlight. These features allow travelers to accurately monitor luggage weight anytime and anywhere, helping them avoid excess baggage fees and last-minute inconvenience. AeroGo targets middle- to high-income travelers aged 18 to 45, including business professionals, families, students, and frequent flyers who prioritize convenience, accuracy, and innovation. Marketing strategies focus on digital platforms, influencer collaborations, airport retail presence, and loyalty membership programs to drive brand awareness, customer engagement, and sales growth.

Operationally, AeroGo adopts a structured production and quality-control workflow to ensure product accuracy, durability, and reliability. The company is supported by a clearly defined management team consisting of seven key executives responsible for operations, technology, finance, marketing, strategy, and product development. From a financial perspective, AeroGo is funded through a total initial capital contribution of RM1,050,000, provided collectively by the seven founding members, demonstrating strong internal commitment and financial stability. This capital supports product development, marketing activities, operational setup, and working capital requirements. With positive industry growth projections, realistic sales forecasts, and a scalable business model, AeroGo is well-positioned for sustainable growth and long-term competitiveness in the smart travel and luggage accessories market.

## 2.0 COMPANY PROFILE

### 2.1 Details of Company Name, Logo and Vision



*Figure 2.1 Logo of AeroGo Company*

The name AeroGo is derived from two core elements that reflect the company’s business focus and identity. The word “Aero” represents aviation and air travel, symbolizing the company’s strong association with the airline and travel industry. Meanwhile, the word “Go” signifies movement, convenience, and forward progression. The combination of these two words reflects AeroGo’s purpose of enabling travelers to move through air travel more smoothly, efficiently, and confidently. The name clearly communicates the company’s commitment to providing smart travel solutions that simplify the journey experience, particularly in relation to baggage management.

The AeroGo logo visually represents the company’s global travel orientation and technology-driven business direction. The logo features a globe at its center, symbolizing worldwide connectivity and AeroGo’s aspiration to serve travelers across international borders. Surrounding the globe is a circular motion line, which represents continuous movement, seamless travel flow, and reliability. An aircraft icon positioned in motion around the globe further emphasizes the brand’s association with air travel, speed, and efficiency. The overall circular composition reflects balance, precision, and trust, which are key values in AeroGo’s digital self-weigh luggage solution. The minimalist black-and-white design ensures versatility and professionalism, allowing the logo to be effectively applied across business reports, product packaging, digital platforms, and promotional materials while maintaining a modern and credible brand image.

## **VISION**

To become a leading provider of intelligent travel-technology solutions that enhance baggage management and travel confidence for air travelers globally.

## **MISSION**

- To design and develop innovative digital luggage weighing solutions that provide accurate, reliable, and user-friendly experiences for travelers.
- To reduce baggage-related stress and excess weight issues through smart and practical technology integration.
- To promote efficient, well-prepared, and confident travel experiences for users across different airline systems
- To continuously innovate while maintaining quality, sustainability, and customer trust in every product delivered.

AeroGo was established as a result of a shared observation among the founders regarding a common problem faced by air travelers, particularly excess baggage weight during airport check-in. The idea originated from frequent travel experiences where travelers were forced to repack their luggage, pay additional fees, or face unnecessary delays due to inaccurate weight estimation.

In its early stage, the team conducted market observations and informal research among students, frequent travelers, and family members, which confirmed that many travelers lacked access to a reliable, portable, and smart luggage weighing solution. Encouraged by positive feedback and the growing relevance of travel technology, the team began developing the concept of a Digital Self-Weigh Luggage Device that combines precision weighing, smart indicators, and digital connectivity in one compact product.

As the business concept progressed, AeroGo expanded its focus beyond product functionality to include branding, user experience, and long-term scalability. Today, AeroGo is positioned as a developing travel-technology business with a clear vision to expand into the local and international market, offering innovative solutions that support smoother, more efficient, and stress-free travel experiences.

## 2.2 Company Background

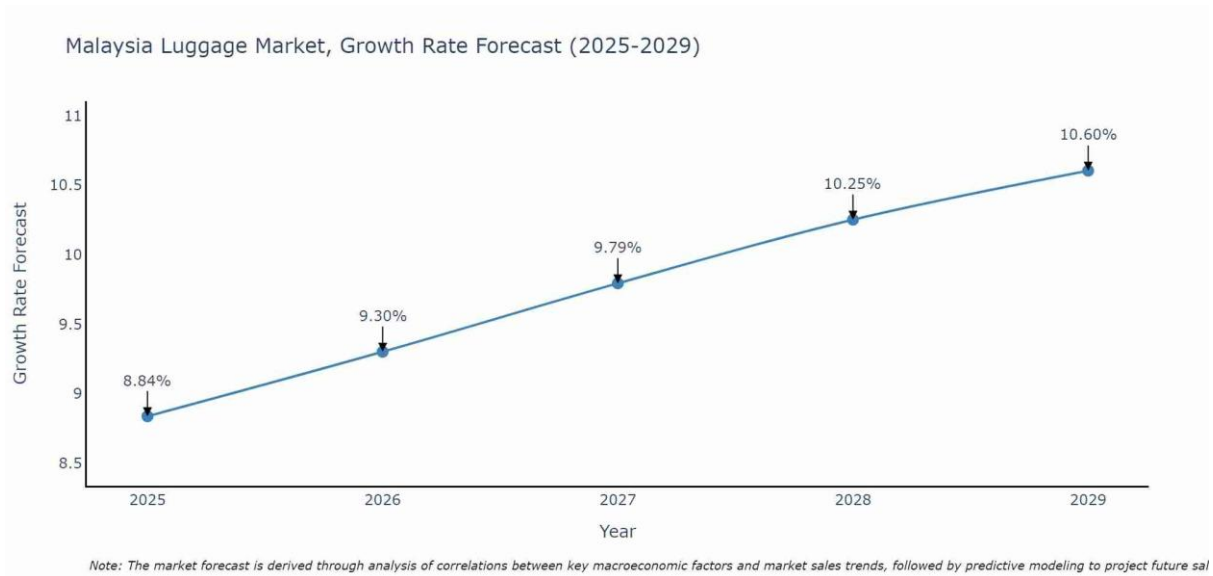
<b>Company Name</b>	AeroGo Sdn. Bhd.
<b>Business Address</b>	No 12, Gateway @KLIA2, Terminal KLIA2, KL International Airport, KLIA2 Arrival Lane, 64000 Sepang, Selangor
<b>Email</b>	<a href="http://www.aerogo.com">www.aerogo.com</a>
<b>Website</b>	<a href="mailto:aerogo.tech@gmail.com">aerogo.tech@gmail.com</a>
<b>Telephone</b>	+60 11-2345 6789
<b>Company History</b>	<p>AeroGo was founded in 2025 and the formation of the company was driven by a collective observation of recurring issues faced by air travelers, particularly the problem of excess baggage weight during airport check-in. Drawing from personal travel experiences, the founders identified a clear need for a more practical, accurate, and technology-driven luggage weighing solution. Through continuous discussions, market observation, and feedback, the concept evolved into a structured business proposal. The founders recognized the potential for the product to address real-world problems faced by modern travelers and decided to formalize the idea into a business entity with long-term commercial goals.</p>
<b>Progress to Date</b>	<p>AeroGo has progressed from an initial concept into a structured business proposal through preliminary market research and industry observation. The team identified customer needs, analyzed competitors, and developed a clear product concept for its Digital Self-Weigh Luggage Device, incorporating smart sensors, digital display, and connectivity features. AeroGo has also established its brand identity, including the company name, logo, vision, and mission, and outlined a basic management and operational structure. Currently, the company remains in the pre-development stage, focusing on business planning, concept validation, and preparation for future prototype development.</p>
<b>Legal Structure</b>	<p>AeroGo is registered as a <b>Private Limited Company (Sdn. Bhd.)</b> under the <b>Companies Commission of Malaysia (SSM)</b>. This legal structure was selected to provide limited liability protection to its founders while enhancing the company’s credibility and suitability for future expansion as well allows AeroGo to attract potential investors, establish formal partnerships, and operate as a legally recognized organization.</p>

<b>Key Partnership</b>	<ol style="list-style-type: none"> <li>1. <b>Chief Executive Officer</b> – Rabbi’atul Adawiyyah Bt. Abd Rahman</li> <li>2. <b>Chief Operating Officer</b> – Nur Suraya Annisa Binti Rohasdan</li> <li>3. <b>Chief Technology Officer</b> – Siti Nourbaya Binti Mohd Shah</li> <li>4. <b>Chief Financial Officer</b> – Siti Raudhah Binti Sabree</li> <li>5. <b>Chief Marketing Officer</b> – Nurul Najlaa Atirah Binti Muhammad</li> <li>6. <b>Chief Product Officer</b> – Nurul Balqis Binti Johari</li> <li>7. <b>Chief Strategy Officer</b> – Siti Nur Sarah binti Tajuddin</li> </ol>
<b>Date of Commencement</b>	1 October 2025
<b>Name of Bank</b>	Maybank Berhad
<b>Account Number</b>	1600 8888 0030

*Table 2.2 Organization’s Background*

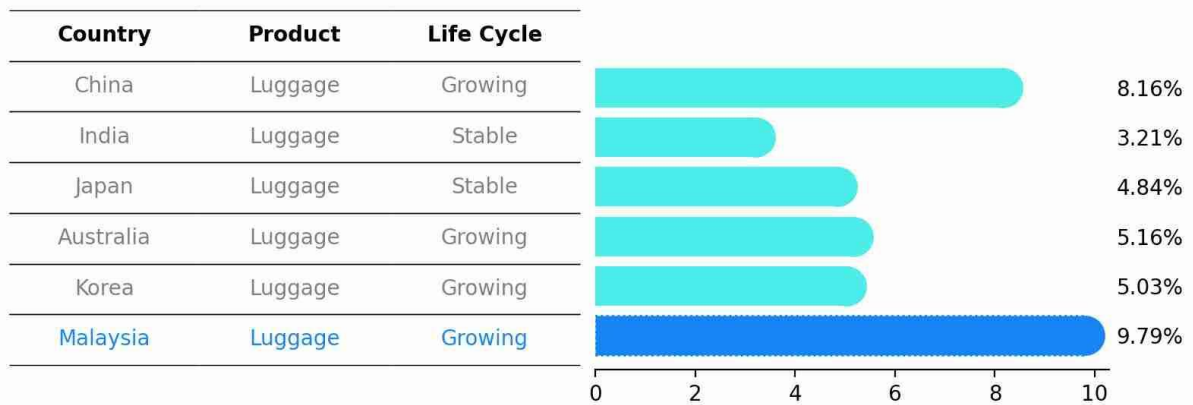
### 3.0 INDUSTRY ANALYSIS

#### 3.1 Industry Overview



Graph 3.1.1 Malaysia Luggage Market Growth Rate Forecast to 2029

#### Luggage Market: Malaysia vs Top 5 Major Economies in 2027 (Asia)



Graph 3.1.2 Forecast of Asia Luggage Market in 2027

The business operates in the travel accessories industry, specifically in the luggage scale market in Malaysia. A luggage scale is a device that weighs the weight of a user's bag before checking in at the airport to avoid additional charges for them. In Malaysia, the luggage scale industry forms a large part because luggage scales can make the market wider and facilitate tourism, domestic travel also shows the growth and expansion of e-commerce platforms, as highlighted in industry reports such as 6Wresearch.

In Malaysia, the luggage scale market has shown strong growth of approximately 8-10% compound annual growth rate (CAGR). This growth is driven by the increasing number of air travelers, stricter airline baggage restriction, and consumers who are more aware of cost-saving travel gadget. According to available references, industry analysis suggests significant market potential, with the digital luggage scale segment projected to reach approximately USD 35 million by 2030, indicating steady expansion in both market size and consumer demand.

Positive sales growth and long-term growth potential in the luggage scale industry. The increasing income for this luggage among the middle-class population and tourists is encouraging higher spending on travel-related products such as accessories that have made it easier for consumers such as luggage scales. Furthermore, this smart product will increase consumer interest because it is premium and convenient for consumers to continue to strengthen demand in the future by placing this luggage scale in the market it becomes an attractive segment in the Malaysian consumer accessories industry.

## **3.2 Trends of AeroGo**

### **3.1.1 Technological perspective**

From a technological perspective, innovation plays an important role in shaping the luggage scale segment within the travel accessories industry. Modern luggage scales are equipped with digital sensors and automatic LCD displays that provide accurate and instant weight readings. These features help travellers monitor their baggage weight efficiently before airport check-in. Some advanced luggage scales also include smart features such as auto shut off and compact designs, enhancing convenience and ease of use. Such technological innovations improve user comfort and increase the practicality of luggage scales as an essential travel tool.

### **3.1.2 Social perspective**

From a social perspective, the increasing influence of social media and travel-oriented lifestyles has encouraged more people to travel frequently. Platforms such as Instagram, TikTok, and travel blogs promote travel experiences, indirectly increasing demand for travel-related products. As travel becomes more common, luggage scales are viewed as a necessary accessory that helps travellers prepare efficiently and avoid inconvenience during trips. Social media marketing also allows businesses to promote luggage scales effectively, increasing product awareness and consumer adoption.

### **3.1.3 Economic perspective**

From an economic perspective, travellers are becoming more cost-conscious due to rising travel expenses such as flight tickets, accommodation, and airline baggage fees. As a result, consumers prefer cost-saving travel tools that are durable, reusable, and multifunctional. Luggage scales help travellers avoid excess baggage charges, making them a valuable long-term investment. Therefore, economic factors strongly support the demand for luggage scales in the travel accessories market.

### **3.3 Key Success Factors**

The key success factors for our product which is Digital Luggage Scale have included together with product innovation and many functionalities that will benefit our customer. This is because we have provided an integration of automatic weight-measuring system into the luggage, at the same time have provides a unique and practical solution for travellers to check their luggage weight easily before their journey. This innovation addresses a common problem faced by airline passenger, particularly the risk of exceeding baggage weight limits.

Next, our aim for this product is to make sure our consumer having a lot of convenience when purchasing our product. This is because convenience is another important factor to make sure a success of the product. By allowing the users to monitor their luggage weight anytime and anywhere, the digital luggage scale will help to save a lot of consumer time and from here it will reduce stress during travel preparation. This feature will bring a lot of benefit especially for those who frequently going for travel or business trip that prioritize efficiency and ease of use in a product.

In addition, accuracy and reliability play a big role in building customer trust in our product. Other than that, from consistent and precise weight measurement will ensure that users can rely on the product when packing their belongings before going for travel. This product has come with durable design and user-friendly interface will enhances customer satisfaction and long-term usage.

In conclusion, effective marketing strategies and competitive pricing very essential to having a strong market acceptance. Promoting the product through any digital platforms and highlighting practical benefits of the product can attract travellers' attention to buy and try our product. Lastly, competitive pricing compared to traditional luggage and separate luggage scales will also help differentiate the product in a competitive market.

### **3.3 Long-Term Prospects for the Industry**

In conclusion, we strongly believe that the luggage and travel accessories industry has very promising long-term prospects as travelling continues to grow and can become an essential part of people's lifestyles because more individuals are travelling for leisure, education, and work, and this trend is expected to continue in the future. At the same time, airlines nowadays are enforcing stricter baggage weight regulations, which encourages travellers to find practical solutions for them to manage their luggage efficiently. In our vision, products that combine convenience, practicality, and innovation, such as digital scale luggage, will play a critical role in meeting these needs and are likely to gain widespread acceptance among travellers.

Furthermore, we believe that technological advancement and the growing popularity of smart products in daily life will support the growth of the smart luggage segment as we know that consumers today increasingly prefer products that not only serve their basic purpose but also make life easier and save time for them. Digital scale luggage fits perfectly with this trend because it allows travellers to monitor their luggage weight anytime and anywhere, which can help them avoid unnecessary fees and last-minute stress at the airport when they want to travel.

In our opinion, this practical solution addresses a real problem and is highly attractive to frequent travellers, students, and budget-conscious consumers. Overall, we believe that the demand for smart, innovative, and value-added travel products will continue to increase, allowing the luggage and travel accessories industry to remain relevant, competitive, and sustainable in the long term.

## 4.0 PRODUCT OR SERVICE DESCRIPTION

### 4.1 Details of the product

Price	RM2,599
Features	 <p>The infographic for the Aero-Go product features a central image of a beige rolling suitcase with a digital display on the handle showing '8.0 kg'. Surrounding the suitcase are six circular callouts, each with an icon and text describing a feature:</p> <ul style="list-style-type: none"><li><b>High Sensor:</b> Accurate weight detection (icon: camera lens)</li><li><b>Limit Alert:</b> Color coded &amp; alert sound (icon: exclamation mark in a red circle)</li><li><b>Detachable Scale:</b> Easily attach &amp; remove (icon: hand holding a scale)</li><li><b>Emergency Torchlight:</b> Bright LED flashlight mode (icon: flashlight beam)</li><li><b>Multi-Adapter USB Charger:</b> Charge devices worldwide (icon: multi-adapter plug)</li><li><b>Bluetooth App Connect:</b> Travel companion app (icon: smartphone displaying an app)</li></ul>

Figure 4.1 Aero-Go product's features

Description	<p>Aero-Go is a digital weight luggage scale but has been equipped with various technologies, precision and practicality into a sleek and stylish package. Aero-Go is equipped with several unique features, like high-sensitivity sensor to measure luggage's weight correctly and accurately and help travelers to avoid from paying the excess baggage fees. Next, Aero-Go also equipped with color coded light system and limit alert. The system used three colors (red, yellow and green). Green color indicates the weight is within the allowable range, yellow indicate the weight is approaching its weight limit, and red means the luggage is overweight. The product also installed sound alert when over the weight limit. Aero-Go also can be used as an emergency torchlight, a universal adapter and USB charger which will help to solve travellers problems to deal with different power plugs in different countries. AeroGo can connect with phone and application using Bluetooth to provide a real time track of the luggage weight. Passengers can measure their own luggage weight at home or wherever they are before taking their flight. Aero-Go are sold at RM2599 because of the premium travel solution that equipped with multiple features to caters for travelers to ensure a happy journey.</p>
-------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

*Table 4.1* Details of the products

## **4.2 How Product Fit in the Market**

The current situation has made Aero-Go competitive in the current travel accessories market because of its practicality and technology-oriented design that fulfils the requirements of the contemporary traveller. As more people are travelling more frequently to carry out business, visit family and recreational activities, the issue of the weight of luggage has become a significant factor. Aero-Go provides one of the credible solutions because it is a high-precision digital luggage scale that allows the travellers to weigh their baggage correctly and to save on the cost of the overweight baggage. The colour-coded light and sound alert also contribute to the ease of use since the user can easily know the status of the luggage weight at any given moment. Meanwhile, Aero-Go is aimed at middle to high income, 25 to 45-year-old, business people, working adults, parents who travel with their families and at the same time, solo and leisure travellers who appreciate efficiency and convenience in their travelling.

Other than that, Aero-Go is strategically positioned at Kuala Lumpur International Airport (KLIA) which has a good number of domestic and international travellers. The product is also marketed in the online market and therefore can be easily accessed by a broad market beyond the airport. Aero-Go will be different compared to the normal luggage scales in the market since it has a combination of various features like a universal adapter, USB charger, emergency torchlight, and a Bluetooth connection. Competition is relatively low in the smart multifunctional luggage accessory segment, and, therefore, Aero-Go can develop in this niche market. Supported by new features, state-of-the-art design and intelligent marketing, Aero-Go can be highly interactive to fulfil the growing need of efficient and stress-free travelling solutions.

### **4.3 Value Proposition**

The Digital Self-Weight Luggage delivers clear economic benefits by helping travellers avoid overweight baggage fees, which can be especially costly on international flights. Accurate weight measurements allow users to pack efficiently, maximizing their baggage allowance and eliminating the need to purchase additional baggage permits. Time saved during check-in reduces the risk of missed flights or connections, minimizing potential costs such as rebooking fees, accommodation, or lost productivity. For business travellers, this time efficiency translates directly into professional opportunities and financial gain.

Its multifunctional and durable design enhances long-term value by combining luggage and a weighing device in a single product, eliminating the need for separate scales or accessories. This integration reduces overall travel costs while increasing convenience, making it a cost-effective and practical investment for a wide range of customers.

Functionally, the built-in digital weighing system provides accurate, real-time measurements, removing uncertainty and guesswork from the packing process. Additional smart features, such as weight alerts, airline baggage limit reminders, and historical weight tracking, further empower travellers with precise control over their luggage. These innovations offer tangible convenience that traditional luggage or standalone scales cannot provide.

Psychologically, knowing the exact luggage weight reduces anxiety and provides peace of mind throughout the journey. Travellers can approach their trips with confidence, free from the stress of last-minute repacking, discarded belongings, or public embarrassment at check-in. This emotional reassurance strengthens customer satisfaction and encourages brand loyalty.

By combining economic savings, functional innovation, and emotional assurance, the Digital Self-Weight Luggage offers a compelling value proposition that directly addresses a common and significant travel challenge, setting it apart from conventional luggage solutions.

#### **4.4 Anticipated Customer Demand Report**

The primary target customers for Digital Self-Weight Luggage are frequent air travellers who value efficiency, accuracy, and convenience. This group includes business professionals who travel regularly for meetings, conferences, and corporate assignments. For these travellers, time efficiency and reliability are critical, as travel disruptions can directly affect work performance and professional commitments. Having the ability to accurately measure luggage weight in advance allows them to travel with confidence and avoid unnecessary delays.

Families traveling for holidays also represent a significant target market. Family travel usually involves multiple suitcases packed with clothing, personal items, and children's necessities, making weight estimation more difficult. Parents often prioritize convenience and stress reduction, especially when traveling with young children. The ability to monitor luggage weight easily helps families plan better and reduces last-minute complications at the airport.

Solo travellers and leisure travellers form another key customer group. These travellers often seek practical and innovative travel solutions that enhance independence and control. Digital Self-Weight Luggage appeals to this segment by offering a smart, user-friendly feature that simplifies the travel experience and provides peace of mind throughout the journey.

##### **4.3.1 Reasons for Expected Demand**

The expected demand for Digital Self-Weight Luggage is driven by several interconnected factors. One of the most significant reasons is the increasing strictness of airline baggage policies. Many airlines enforce weight limits rigorously, and even minor excess can result in substantial charges. As travellers become more aware of these policies, they actively seek tools that help them comply with baggage requirements.

Rising baggage fees further strengthen demand for this product. Overweight baggage charges are often perceived as unreasonable and avoidable, leading travellers to search for preventive solutions rather than reactive ones. Digital Self-Weight Luggage empowers customers to manage their baggage weight proactively, making it an attractive option for cost-conscious travellers.

In addition, consumer behaviour is shifting toward the use of smart and multifunctional products. Modern consumers prefer products that offer added value beyond their basic function. Digital Self-Weight Luggage aligns with this preference by combining traditional luggage with smart weighing technology. The perception of innovation and practicality increases the product's appeal and encourages purchase decisions.

Furthermore, post-pandemic travel trends show that travellers are more cautious and better prepared when traveling. This increased emphasis on planning and control supports the demand for products that reduce uncertainty and enhance travel readiness, such as Digital Self-Weight Luggage.

## 4.5 Existing Competition

### 4.5.1 Identification of Existing Competitors in the Market

The market for digital self-weight luggage consists of premium, mid-range, and niche smart luggage brands that integrate weighing technology as part of their product offerings. Key competitors include Samsonite models such as Evoa Z Spinner Exp as well as AOTOS L2 Smart Riding Luggage. These brands target travelers who seek convenience through built-in digital weighing and other smart features.



**Samsonite**  
Evoa Z Spinner Exp



**Discovery**  
19'' Smart Luggage



**AOTOS**  
L2 Smart Riding Luggage



**Intely/DUKAP**  
Intely Smart Luggage Set &  
DUKAP Intely 28'' Hardside

#### 4.5.2 Products and Services Offered by Competitors

Premium competitors like Evoa Z Spinner Exp and SBL Richmond II Spinner Tag by Samsonite offer high-end luggage with integrated smart sensors, durable materials, and advanced design, where digital weight display may be included depending on the model configuration. Mid-range competitors such as Discovery 19" Smart Luggage, Intely Smart Luggage Set, and DUKAP Intely 28" Hardside focus on affordability by combining built-in digital weighing scales with additional features like USB charging ports and TSA locks. Meanwhile, AOTOS L2 Smart Riding Luggage represents a niche segment by offering innovative ride-on functionality along with smart features such as built-in weighing and app connectivity.

#### 4.5.3 Brief Strengths and Weaknesses of Competitors

Premium brands like Samsonite benefit from strong brand reputation, high build quality, and multi-feature smart designs; however, their products are priced at a higher level and digital weighing is not always the main focus, with accuracy varying across models. Mid-range smart luggage brands are more affordable and provide essential smart features, including digital self-weight functions, but they often face issues related to durability, inconsistent performance, and mixed customer reviews. Niche competitors such as AOTOS stand out through innovation and unique mobility features, yet their higher prices and specialized use cases limit their appeal to a narrower market segment.

#### 4.5.4 Foundation for Further Competition Analysis

Overall, existing competitors show that digital self-weight functionality is commonly offered as an added feature rather than a core innovation. This creates an opportunity for further competition analysis to examine gaps in accuracy, affordability, durability, and user experience, which can be leveraged to differentiate a new digital self-weight luggage product in the market.

## **5.0 MARKET ANALYSIS AND STRATEGY**

### **5.1 Marketing Objectives**

The marketing objectives for Aero Go highlight the measurable and achievable goals that our company can achieve in the next 12 to 24 months (about 2 years), which can serve as a guide in shaping the marketing strategy and performance levels. First, the company aims to increase brand awareness by 35% among frequent air travelers, including tourists, international students and families, in the first year through digital marketing campaigns such as TikTok, Instagram, and Facebook.

Aero Go aims to achieve total sales of RM1,000,000 for the Digital Self-Weigh Luggage Scale in the first 12 months, positioning the company as the leading provider of digital travel accessories in the local market. This is to expand its footprint in the market, as well as the company, by gaining at least 5% market share of the global air travel accessories market within two years by offering more innovative smart luggage solutions that are easier to use and can overcome the problem of overweight luggage. Therefore, customer interaction on social media is also our focus, which is that we want to attract more people to recognize our main product. Besides that, to target 1,500 followers for us to maintain an average engagement rate of 12% within six months, building a community of loyal users and advocates for a smarter travel culture.

In addition, Aero Go believes educating customers about the benefits of smart luggage weight management through digital content, tutorials, and interactive campaigns, in which target of a 20% can increase in app downloads or pre-registrations for the proposed mobile app integration within a year. Finally, the company wants to emphasize the value of sustainability by promoting the durable of materials, low battery consumption, and ergonomic design, with that goal of at least 30% of customers will be recognizing and appreciating the eco-friendly features of the product. All these objectives are intended to reflect Aero Go's mission of not just providing functional products but also creating a smarter, more confident, and stress-free travel culture, while preparing for future product and ecosystem expansion.

## 5.2 Market Segmentation

Market segmentation is the process to dividing a broad market into the smaller, manageable groups of consumers that will share some of the characteristics, which is understood from these segments, Aero Go able to adapt its marketing efforts to meet the unique needs of each group effectively.

### 5.2.1 Target Market

Aero Go's target market was to comprise air travelers who are more likely to experience challenges with excess baggage weight and value smart, convenient solutions for travelers. The company acknowledges and has been identifying customers through a combination of demographic, geographic, psychographic, and behavioral factors.

Types of target market	Shared group characteristics
Geographical Segmentation	<ul style="list-style-type: none"><li>• The key markets in urban areas include major airports such as Kuala Lumpur and Johor Bahru.</li><li>• Secondary Market it was for the international travelers who that love to come and visiting or departing from Malaysia, which is to targeting key hubs in Southeast Asia, Europe, and the Middle East.</li></ul>
Demographic Segmentation	<ul style="list-style-type: none"><li>• Age: Mainly in the 18–45 age range like adults, university students who are studying abroad and working professionals.</li><li>• Income for middle to upper middle-income earners who love to travel and are willing to invest in travel amenities.</li><li>• For education is for the college and university students, as well as educated professionals who knowing technology and innovation in the industry</li><li>• Family Status: Single, couples and families, especially for tourists who really like to travel in groups.</li></ul>

Psychographic Segmentation	<ul style="list-style-type: none"> <li>• Lifestyle is more for the travelers who that need easier going, convenient and friendly user for travelers</li> <li>• Values &amp; Interests is more to technology enthusiasts for individuals who are very concerned about the environment, and they prioritize planning and organization for their travel trips</li> </ul>
Behavioral Segmentation	<ul style="list-style-type: none"> <li>• Usage Patterns is for the frequent fliers, tourists, and students mostly will be exceeding the airline luggage limits</li> <li>• Buying Behavior for the consumers who are looking for something more interesting include innovative, high-quality, and easy-to-use travel accessories to improve their travel experience.</li> <li>• Motivation is for to avoiding for the excess baggage fees that will be reducing airport stress and ensuring a smooth travel experience for them by provide value-added services, to make sure our products will be knowns as with the most relevant and profitable customer groups.</li> </ul>

*Table 5.2.1* Types of Target Market

### 5.2.2 Market Size

Market size refers to the potential market value that AeroGo can achieve based on the number of target customers, selling price and frequency of purchase within a certain period.

POPULATION	
Population travellers per year	100,000
Estimation target buyer per year	10% x 100,000 =10,000

*Table 5.2.2.1 Population Travellers in Malaysia*

MARKET SIZE	
Total sales per year	RM 2,599 x 100,000 = <b>RM 25,990,000 per year</b>

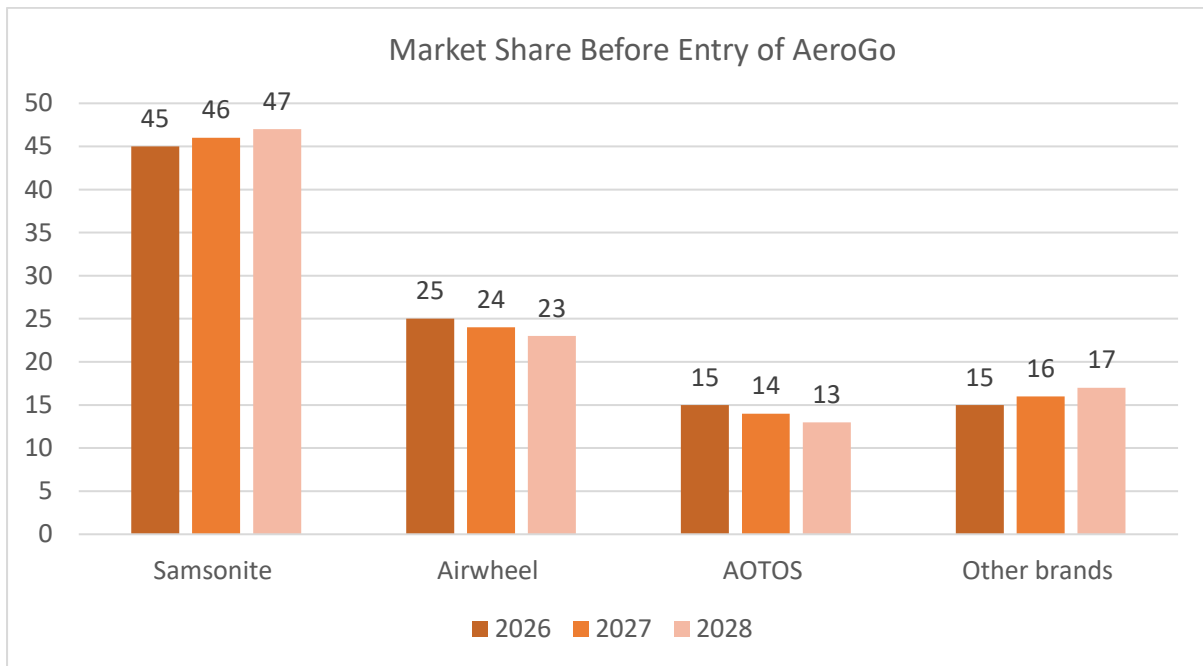
*Table 5.2.2.2 Targeted Market Size by AeroGo*

### 5.2.3 Market Share

Market share represents a comparison of a company's performance relative to its competitors within the same industry. It reflects how total market sales are divided among companies offering similar products or services. Analyzing the market share of competitors both before and after the entry of AeroGo luggage into the market provides valuable insights for the business. This analysis helps identify potential threats and opportunities, allowing AeroGo to refine its strategies and remain competitive in an increasingly dynamic and evolving marketplace.

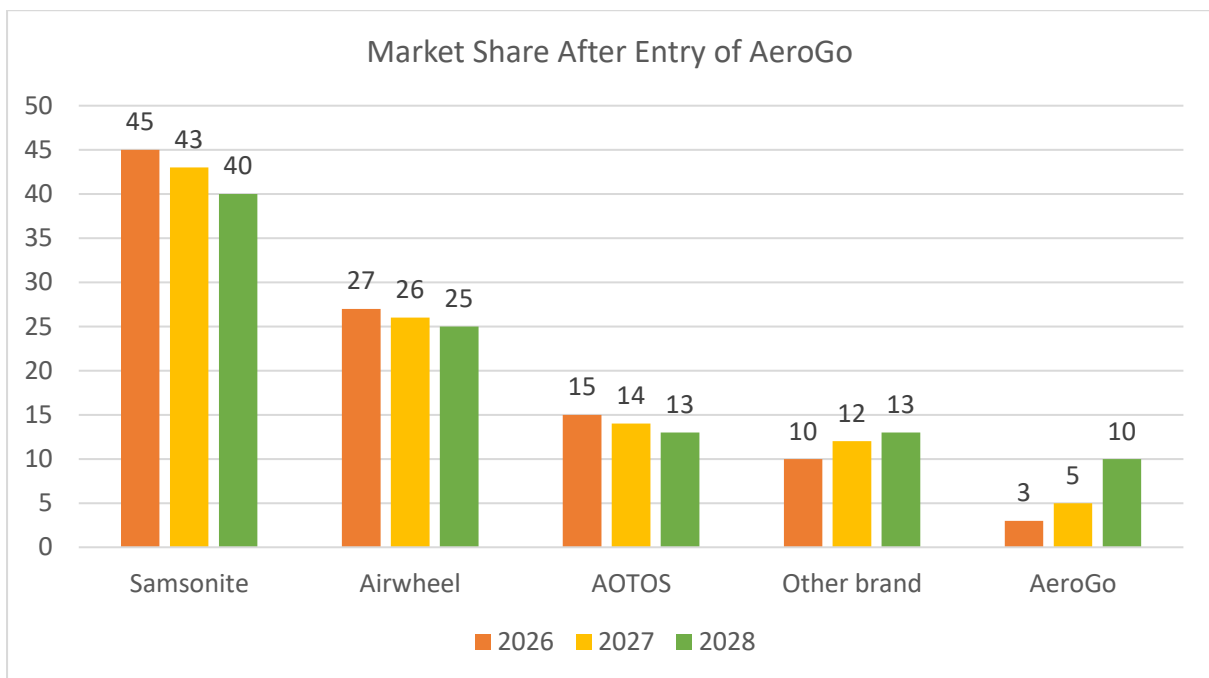
AeroGo: Market Share and Sales				
Years	0	2026	2027	2028
Market Share (%)	0	3	5	10
Total sales in unit	10,000 x 12 =120,000	3,600	6,000	12,000
Total sales in RM (x RM 2,599)	RM 311,880,000	RM 9,356,400	RM 15,594,000	RM 31,188,000

Market Share Before Entry of AeroGo			
Competitors	Year 2026	Year 2027	Year 2028
Samsonite	45%	46%	47%
Airwheel	25%	24%	23%
AOTOS	15%	14%	13%
Other brands	15%	16%	17%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



Graph 5.2.3.1 Table and Graph of Market Share Before Entry of AeroGo

Market Share After Entry of AeroGo			
Competitors	Year 2026	Year 2027	Year 2028
Samsonite	45%	43%	40%
Airwheel	27%	26%	25%
AOTOS	15%	14%	13%
Other brands	10%	12%	13%
AeroGo	3%	5%	10%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



Graph 5.2.3.2 Table and Graph Market Share After Entry of AeroGo

#### 5.2.4 Sales Forecast

<b>Sales Forecast (RM)</b>			
<b>Month/Years</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>
January	54,579	90,965	181,930
February	56,178	93,564	187,128
March	58,777	93,564	194,924
April	60,076	100,061	200,122
May	63,975	103,959	207,918
June	65,574	107,858	215,717
July	68,173	111,756	223,512
August	70,772	115,655	231,309
September	72,371	119,553	239,105
October	75,970	123,452	246,904
November	78,569	127,350	254,700
December	85,666	147,865	315,631
<b>TOTAL (RM)</b>	<b>779,700</b>	<b>1,299,500</b>	<b>2,599,000</b>

*Table 5.2.4.1 Sales Forecast for AeroGo Luggage*

<b>Years</b>	<b>Percentage increase (%)</b>	<b>Sales forecast (RM)</b>
<b>2026</b>	-	779,700
<b>2027</b>	66.7%	1,299,500
<b>2028</b>	100%	2,599,000

*Table 5.2.4.2 Sales Growth Forecast*

## **5.3 Competitor Analysis**

### **5.3.1 Identification of Competitors**

The market for digital self-weight luggage consists of premium, mid-range and niche smart luggage brands that have weighing technology as part of what our product offered. Direct competitors that we choose have include premium brands such as Samsonite (Evo a Z Spinner Exp and SBL Richmond II Spinner Tag), which currently target on frequent travelers that seeking for durability, brand reputation and smart features. Other than that, for mid-range competitors such as Discovery Smart Luggage, Intely Smart Luggage Set and DUKAP Intely Hardside focus on affordability while offering a built-in digital weighing functions and basic smart features. In addition, AOTOS L2 Smart Riding Luggage represents a niche competitor by offering ride-on functionality combined with digital weighing and app connectivity.

### **Product and Service Offerings**

Self-weight luggage aiming for premium competitors likes Samsonite to emphasize high-quality materials, strong brand image and advanced luggage design, where digital weight has included inside the luggage as a supplementary feature rather than the main selling point. Mid-range competitors have combined a built-in digital scale with extra features likes USB charging ports and TSA locks to appeal to price-sensitive travellers. Meanwhile, niche competitors like AOTOS have differentiate themselves through innovation like mobility features, offering a unique travel experience beyond standard luggage functionality.

### **Strengths and Weaknesses of Competitors**

A strength of premium brands can have a strong customer trust, durability and have been design excellence, but their higher prices and inconsistent focus on digital weighing accuracy may limit the accessibility. Other than that, mid-range competitors have offers affordability and essential of smart features. However, even there is a lot of strength when it comes to premium product, but there is also a challenge that need to be face like inconsistent performance and mixed customer review. Niche competitors stand out through innovation, yet their higher prices and specialized features restrict their appeal to a smaller market segment.

### 5.3.2 SWOT Analysis for 4 Top Competitors

Competitors	Strengths	Weaknesses
<b>Samsonite</b> Evoa Z Spinner Exp & SBL Richmond II Spinner Tag.	<ul style="list-style-type: none"> <li>• Very strong global brand reputation</li> <li>• High-quality materials and premium brand.</li> <li>• Advanced design and multiple smart features.</li> </ul>	<ul style="list-style-type: none"> <li>• Very high price compared to other brands.</li> <li>• Digital weighing is not the main feature.</li> <li>• Weight accuracy varies by model.</li> </ul>
<b>Discovery</b> 19" Smart Luggage.	<ul style="list-style-type: none"> <li>• Affordable pricing for smart luggage.</li> <li>• Built-in digital weighing system.</li> <li>• Suitable for casual and budget travelers.</li> </ul>	<ul style="list-style-type: none"> <li>• Less durable than premium brands.</li> <li>• Basic design and limited advanced features.</li> <li>• Lower customer trust compared to big brands.</li> </ul>
<b>Intely/DUKAP</b> Intely Smart Luggage Set & DUKAP Intely 28" Hardside.	<ul style="list-style-type: none"> <li>• Mid-range pricing.</li> <li>• Includes USB charging, TSA lock and weight display.</li> <li>• Widely available online.</li> </ul>	<ul style="list-style-type: none"> <li>• Mixed customer review on quality.</li> <li>• Average durability.</li> <li>• Digital scale may not be very accurate.</li> </ul>
<b>AOTOS</b> L2 Smart Riding Luggage.	<ul style="list-style-type: none"> <li>• Unique ride-on luggage concept.</li> <li>• App connectivity and built-in weighing.</li> <li>• Highly innovative design.</li> </ul>	<ul style="list-style-type: none"> <li>• Very expensive.</li> <li>• Niche market (not for all travelers).</li> <li>• Bulky and less practical for normal flights.</li> </ul>

## 5.4 Marketing Mix (4Ps) Strategies

### 5.4.1 Product

The digital self-weight luggage has been designed to help traveler easily in measuring the weight of their luggage before going to the airport. This product has equipped with a built-in digital weighing systems, a clear weight display and durable materials suitable for frequent travel. The luggage will be offered in different sizes like cabin, medium and large to meet different customer needs. Its modern design and smart features will make it attractive to both leisure and business travelers. Our product also not only can check the weight of the luggage but there is more innovation like LCD display, color code system which the bag color will change depends on the weight, high sensitivity sensor, USB port & adapter, flashlight and Bluetooth. From all of this features our customer can enjoy travelling without worrying anything, this is because our luggage has completed to fulfill their needs.



*Figure 5.4.1* Features of AeroGo Luggage

A picture above shows on how our Digital Self-Weight Luggage looks like. It has innovation like LCD display, color code system which the bag colour will change depends on the weight, high sensitivity sensor, USB port & adapter, flashlight and Bluetooth.

## 5.4.2 Price

A priced for this product will be decide using a competitive and value-based pricing strategy. The digital self-weight luggage will be positioned as a premium smart travel product with a retail price of RM2,599.00. This is because to reflecting its advanced technology, built-in digital weighing system and high-quality design. This premium pricing strategy will help to create an image of exclusivity, innovation and superior performance. Our product targeting travellers who are willing to pay more for convenience and cutting-edge travel solutions. To encourage the purchases and build customer loyalty, our company have introduced a membership program for our customer. Whoever that join our membership loyalty they will get offers a 50% discount. From here it can allow the customers to enjoy significant savings while also creating a strong customer base for future marketing, upgrades and product launches. Limited-time promotions and exclusive member-only offers will further increase perceived value and drive sales. Picture attached have shown example of promo poster. Customer who joins our loyalty membership will get discount 50% off.

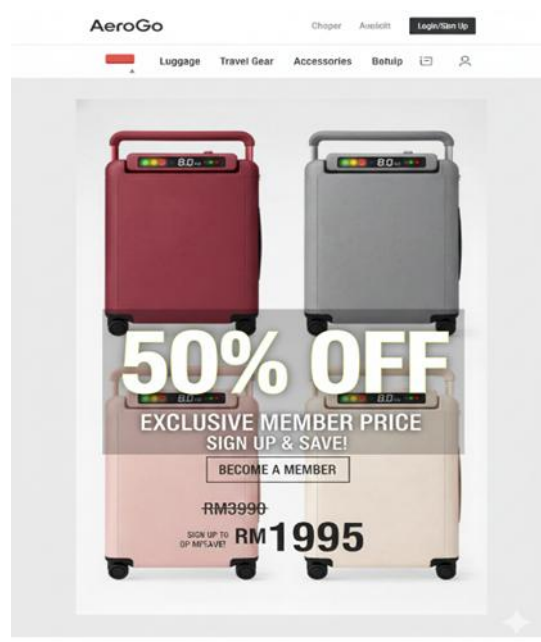


Figure 5.4.2 Exclusive Member Discount on AeroGo Website

### 5.4.3 Place

The digital self-weight luggage will be sold mainly through online platforms such as e-commerce websites and social media. This is because there is a lot of people nowadays really love to be shopping online. At the same time, it will make it easy for customers to purchase the luggage from anywhere. All they need to do is just click buy on the website and the luggage will arrive immediately to their house. Other than that, the product also will be available through luggage store, travel retailers and selected airport shops. This is because our main target is a traveller, a businessperson who always going for outstation. From here, airport one of the most strategic places for us to open the store. Strategic partnership with travel agencies and online travel platforms will also help the market reach.

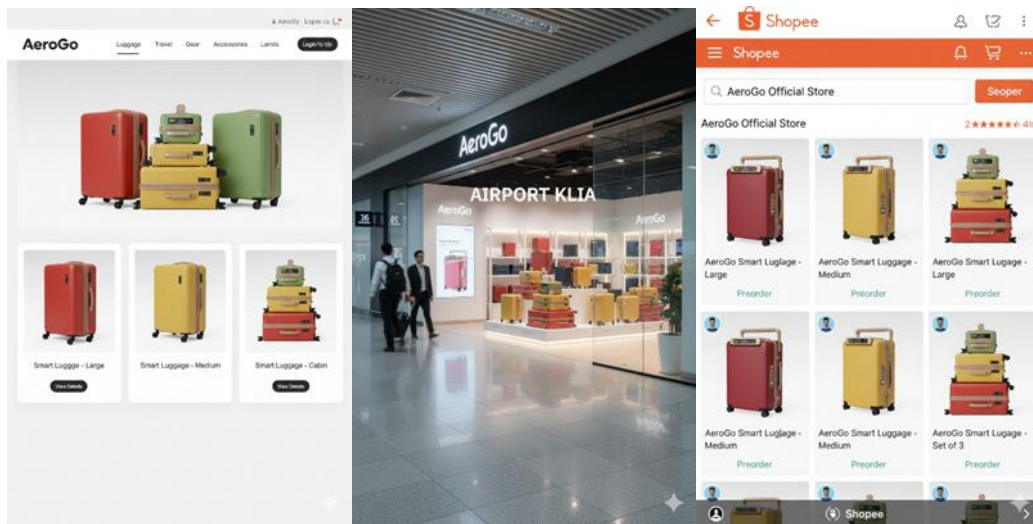


Figure 5.4.3 Medium Used by AeroGo to Promote Brand

#### 5.4.4 Promotion

Promotion will focus on digital marketing and social media engagement. Other than that, there is also online advertisement, influencer marketing and short demonstration videos will be used to show how the luggage helps travelers avoid overweight baggage problem. Next, content such as travel tips, packing guides and product reviews will also be shared to educate customers. Public relations activities such as online articles and customers testimonials that can help to build a trust and credibility.

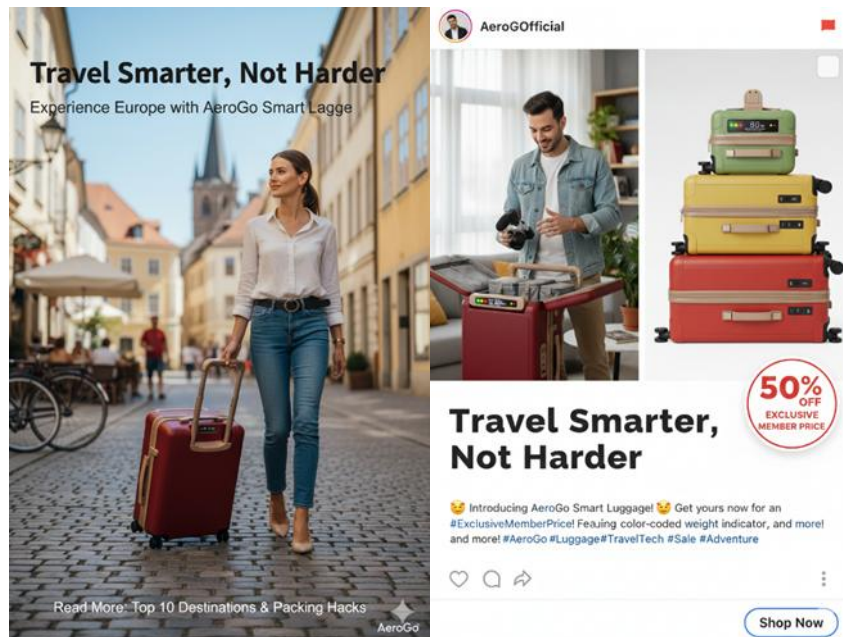


Figure 5.4.4 Examples of Promotions by Using Media Social

## 5.5 Sales Tactic

Sales strategies refer to those techniques by which the sellers convince the potential buyers to buy their goods or services and include process of knowing the needs of the customers, creating relationships and resolving objections (*StudySmarter*, 2019). Our selling strategies aim at changing the interest of our customers into real purchases through direct, attractive and customer friendly methods. The primary goal of these strategies is to grow daily and monthly sales and generate a customer loyalty in the long run. The firm will incorporate a loyalty membership program to help it to promote the product to the initial group of customers by offering a 50 percent discount on the digital self-weight luggage, but on a limited time basis.

This is a winning strategy which not only pushes the customers to make an instant purchase but also sign up to be members to enjoy them later with the brand. Besides this, they will be using upselling methods at point of sales to maximize the average order value. Buyers of the digital self-weight luggage will have a chance to receive complimentary travel products like luggage labels, protective covers and packing organizers available at a special packaged cost. That is not only growing sales revenue but also improving the total travel experience of the customers through helpful add-on products.

A digital loyalty and referral program will be adopted to promote repeat purchases and word-of-the-mouth promotion. VIP clients will get offered exclusive price gains, pre-availability of new luggage models or enhanced functions and special deals. Meanwhile, those customers who managed to refer their friends or families will receive vouchers or further discounts, contributing to the growth of the brand due to personal recommendations that have greater credibility. Having convenience in sales is significant in increasing purchases. Thus, orders will be received on several platforms the official site, Shopee, and social media (Instagram). These channels enable the customers to browse the information of the products, make orders conveniently and have the luggage delivered at the comfort of their homes. The customers will make their purchases without doubts by providing them with a smooth and accessible purchasing process.

In general, these selling strategies are the combination of compelling promotions, upselling technique, loyalty programmes and the convenient ordering system that helps to transform potential buyers into the real purchasers. In this way, the company will be in a position to realize steady sales growth with a customer relationship and a long-term customer loyalty to the brand.

## 5.6 Financial Plan for Marketing

### Marketing Budget

Category	Monthly Budget	Period	Purpose
Signboard and Banner	RM 300	Monthly	To increase brand visibility and attract potential customers through clear and professional branding.
Advertisement for Product Launch	RM 1,200	Monthly	To promote the brand awareness among early adopters and travellers.
Social Media Advertising	RM 600	Monthly	To reach Gen Z and young professionals through platforms such as Instagram, Tiktok and Facebook.
Influencer Marketing	RM 1500	Monthly	To build trust and credibility by collaborating with travel and lifestyle influencers.
Flyers and Local Advertising	RM250	Monthly	To promote AeroGo through local promotions and increase awareness in high-traffic areas.
Collaboration Events	RM1500	Monthly	To expand brand exposure through partnership with airports and travel agencies.
Referral and Loyalty Rewards	RM 1000	Monthly	To encourage repeat purchases and strengthen customer loyalty.
Sampling Booths & Product Demos	RM 400	Monthly	To allow customers to experience AeroGo features and increase purchase intention.
Special Promotion & Free Gifts	RM 450	Monthly	To simulate short-term sales and create urgency during peak travel seasons.

Table 5.6.1 Marketing Budget

### Marketing Capital

Category	Monthly Budget	Period	Purpose
Advertising	RM 900	Monthly	To build credibility and trust in the brand through consistent messaging.
Collaboration	RM 4,000	Monthly	To enhance brand image by associating with trusted or popular figures and brands.
Content Creator	RM 2,000	Monthly	To increase online presence across social media platforms, driving traffic and conversions.

Table 5.6.2 Marketing Capital

## **6.0 OPERATION PLAN**

### **6.1 Development**

#### **6.1.1 Research and Development**

We are actively in finding a research and development of our product which is digital self-weight luggage in creating a smart travel solution that can improve convenience and accuracy for travellers. When we are doing the R&D process, we are going to focus more on integrating an automatic digital weighing systems like directly into the luggage that maintaining a durability, safety and modern design. We are given a special attention on the accuracy of the high-sensitivity sensors, LCD display visibility and the color-coded systems that will change according to luggage weight.

Next, we also conducted an extensive testing to make sure there is reliable weight measurement, having a stable Bluetooth connectivity and a smooth functionality of additional features like adapter, USB port and flashlight. We also have taken feedback from our customer and make market analysis to improve our customer overall experience when using our product. We want to make sure that our customer always satisfied with their purchase of our product. Other than that, from their feedback we can also make improvement of design ergonomics and feature placement. Moving forward, we will make sure to make a continuous improvement that will be carried out to enhance a sensor accuracy, smart connectivity and battery efficiency, at the same time we want to introduce future upgrades that will align on traveller's needs.

### 6.1.2 Source of Equipment

Digital Self-weight Luggage requires an appropriate electronic component, testing equipment and assembly tools to make sure there is accuracy, consistent and efficiency in taking care of product quality as production scales up. To support this process, the company really need to plan a source of reliable equipment from trusted and established suppliers that capable of meeting the technical requirements and in providing a consistent supply. The selection of the supplier needs to base on factors likes product quality, cost efficiency technical reliability and sustainability for small and medium-sized enterprise (SME) operations. The equipment is essential in ensure the accurate function for the product like weighing systems, LCD display, Bluetooth module and other smart features in the luggage design. In addition, a proper testing for the assembly tools is required to maintaining a product consistency, minimize defect and to make sure that each unit will meets the quality and performance standards before distribution. The main equipment and respective suppliers involved are listed in the table below:

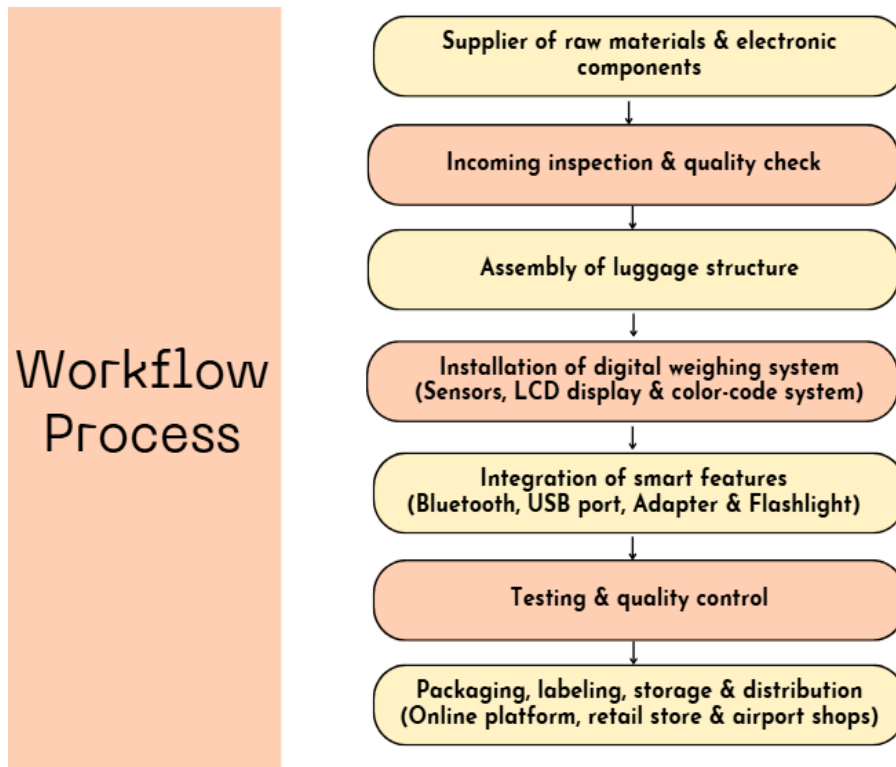
<b>Equipment</b>	<b>Suppliers</b>
High-Sensitivity Weight Sensor	<i>V&amp;C Infinity Enterprise Sdn Bhd</i>
LCD Display Panel	<i>Shopee Biz/Local Electronics Supplier</i>
Bluetooth Module	<i>Local Electronics Supplier</i>
Digital Testing Scale	<i>V&amp;C Infinity Enterprise Sdn Bhd</i>
Assembly Tools and Electronic Testing Equipment	<i>Shopee Biz/Cash &amp; Carry</i>
Packaging and Protective Materials	<i>Local Packaging Supplier</i>

*Table 6.1.2 Source of Equipment*

### 6.1.3 Process Workflow for Digital Self-Weight Luggage

Type of activity	Meaning	Detailed Step Process
Operation	Indicates a production or assembly activity.	Receiving a raw material and electronic components likes luggage shells, sensors, LCD displays, Bluetooth modules, USB ports and flashlights as preparation for production.
Inspection	Indicates checking or quality inspection.	Inspecting all incoming materials, this to make sure the materials meet quality standards and technical specifications before proceeds to assembly.
Operation	Indicates assembly process.	The luggage structure is assembled, including installation of wheels, handle, locks and internal compartments.
Operation	Indicates installation of smart features.	Installing all the system likes the digital weighing systems, high-sensitivity sensors, LCD display and color-coded indicator system for the luggage.
Operation	Indicates system integration.	Installing and tasting additional smart features likes Bluetooth connectivity, USB port, adapter and flashlight for functionality.
Inspection	Indicates testing and quality control.	Testing every each of the luggage unit to ensure the accurate weight measurement, proper display function, stable bluetooth connection and overall durability.
Operation	Indicating packaging process.	Making sure in approving the product cleanliness, securely packaged and labelled for distribution.
Storage	Indicates storage activity.	After all the process done the product will be stored temporarily in the warehouse before delivery.
Transportation	Indicates distribution or delivery.	Lastly, the luggage will be published too online platforms, luggage retailers and selected airports shops.

Table 6.1.3. Process Workflow of Digital Self-Weight Luggage



*Figure 6.1.3 Digital Self-Weight Luggage Process Workflow*

Overall, from the picture and table above it was a process workflow for the digital self-weight luggage which start with the operation stage. In this process we are receiving a raw materials and electronic components from a supplier. For example, luggage shells, high-sensitivity sensors, LCD displays, Bluetooth modules, USB ports and flashlight. From this step it will make sure all required components are available before the production process starts. Next, we are going to start with inspection activity to check the quality and specifications of the incoming materials, only the approved components can be proceeded to the assembly process.

Following the inspection stage, the luggage structure has been decided including the installation of wheels, handles, locks and internal compartments. This is followed by the installation of the digital weighing systems, where sensors, LCD displays and the color-coded indicator systems have been integrated inside the luggage. There are also additional smart features likes Bluetooth connectivity, USB ports, adapters and flashlight also been installed to enhance the functionality and users' convenience.

Lastly, after all the smart components have been integrated, the product finally undergoes a quality control and testing process. This stage will be focusing on verifying the accuracy of the weight measurement, functionality of the display and smart features of the luggage. After satisfied with all the required standards, it will proceed to the packaging operations, where the luggage is cleaned, securely packed and labelled. The finish product will be stored temporarily before being transported and publish to online platforms, luggage retailers and selected airport shops. From this structured workflow it will make sure the efficiency, quality consistency and customer satisfaction.

## 6.2 Production

### 6.2.1 Production Workflow

Services	Figures
Planned Production Rate Per Day	100 units/day
Workers Production Time	10 hours
Workers Standard Production Time Per Unit	1 units/hour

*Table 6.2.1.1 Manpower Planning of Digital Self-Weight Luggage Company*

Factory	Office
Operating Hours: 12 hours/day	Operating Hours: 8 hours/day
(8.00 am – 12.00 am)	(9.00 am – 5.00 pm)
(2 Shifts Per Day)	(1 Hour Break)
Working Days: 6 days/week	Working Days: 6 days/week
(Monday – Saturday)	(Monday-Saturday)

*Table 6.2.1.2 Company Working Operation*

Step	Task	Time (Per Unit)
1	Receive and inspect all raw materials, and electronic components.	5 mins
2	Assemble luggage body with shell, wheels, handle and lock.	15 mins
3	Installing digital weighing sensor and LCD display.	10 mins
4	Installing smart features like Bluetooth, USB port, flashlight.	10 mins
5	System testing and quality control inspection.	10 mins
6	Final assembly, cleaning, packaging for the luggage.	10 mins
7	After all process done stored product for the distribution.	5 mins

*Table 6.2.1.3 Production Workflow of Digital Self-Weight Luggage*

### 6.2.2 Daily Output Capacity

Output	Capacity
Output per Hour	1 unit/hour
Output per Day	10 units x 10 hours : <b>100 units/day</b>
Output per Month	100 units x 24 days : <b>2400 units/month</b>
Output per Year	2,400 units x 12 months : <b>30,000 units/year</b>
Operation Cost	Raw Material Cost + Overhead Cost : (RM2,009 x 30,000 unit) + RM 79,650 : <b>RM 60,349,650</b>
Cost per Unit	Total Operation Cost / Total Units Produced : RM 60,349,650/ 30,000 Units : <b>RM 2,011.65 per unit.</b>

*Table 6.2.2.1 Output Capacity*

## 6.3 Facilities

### 6.3.1 Location of the Business

The Digital Self-Weight Luggage business will be strategically located at Kuala Lumpur International Airport (KLIA) Terminal 1, Sepang, Selangor. KLIA Terminal 1 is Malaysia's primary international airport, serving millions of local and international passengers each year. This location is selected due to its high passenger traffic, strong purchasing power, and direct relevance to the travel accessories market. KLIA Terminal 1 caters mainly to full-service and international airlines, attracting business travellers, tourists, and frequent flyers who prioritise convenience, efficiency, and premium travel solutions. Digital Self-Weight Luggage is highly relevant in this environment, as travellers often need to monitor baggage weight to avoid excess baggage charges during airport check-in. Offering the product within the airport allows customers to make immediate, practical purchase decisions just before departure.

The airport environment provides a well-developed infrastructure, including duty-free retail areas, specialty travel stores, and modern passenger facilities. This creates an ideal commercial setting for showcasing innovative travel products such as Digital Self-Weight Luggage, which combines smart technology with functional design. The presence of international travellers also enhances brand exposure and supports potential market expansion beyond Malaysia. Furthermore, the continuous flow of passengers throughout the year ensures consistent customer traffic. With limited availability of specialized self-weighing luggage options at airport retail outlets, the business has the opportunity to position itself as a convenient and essential travel solution.



*Figure 6.3.1* Location of the KLIA 1

### 6.3.2 Operation Layout

The figure above shows the customer area layout of AeroGo shop. Upon entering through the main entrance located at the front centre, customers will immediately notice the window display areas on both the left and right sides. These window displays are designed to showcase the Digital Self-Weight Luggage and highlight its features to attract customer interest.

As customers move further inside the shop, several luggage display tables are arranged neatly on both sides of the central walkway. These displays allow customers to view, test, and compare the Digital Self-Weight Luggage comfortably while ensuring smooth customer movement throughout the store. A sofa is placed between the display areas to serve as a waiting space for accompanying family members or friends.

The cashier counter is positioned at the centre of the shop, allowing customers to make payments conveniently after selecting their luggage. This central placement also enables staff to supervise the shop area efficiently. At the back of the shop, a staff room is provided and reserved strictly for employees only. An emergency exit door is located nearby for safety purposes and is clearly marked for easy access. Toilets are also situated close to this area to enhance customer convenience.

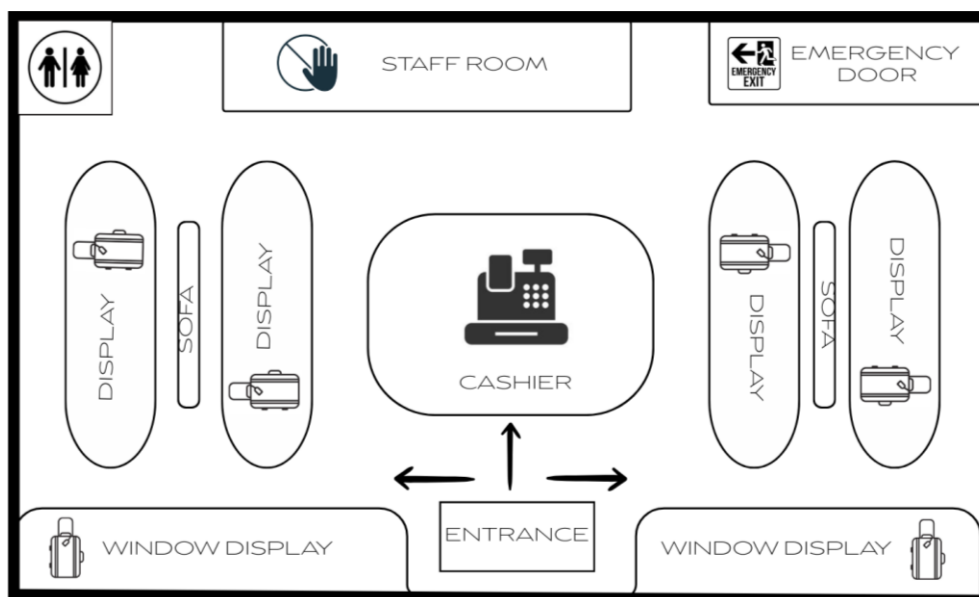


Figure 6.3.2.1 Customer Area Layout

The figure above illustrates the storeroom and operational layout of AEROGO's business. The workflow begins at the entrance located at the bottom left of the layout, which is designated for staff access only to ensure smooth and controlled operations.

Upon entering, staff will first reach the packing zone positioned at the centre of the storeroom. This area is used for packing, labelling, and preparing Digital Self-Weight Luggage for storage or distribution, with proper handling and safety procedures in place. Adjacent to this area is the receiving zone located at the top left, where incoming luggage units and supplies are received, unloaded, and initially inspected.

At the top centre of the layout is the technical quality control area, which plays a crucial role in checking the functionality of the Digital Self-Weight Luggage, including weight sensors, digital displays, and charging components, before the products are approved for storage or sale.

On the right side of the storeroom is the staff assembly point, which serves as a designated area for staff coordination, briefings, and emergency gatherings. Surrounding this area are the luggage stock and long-term stock zones, where finished products and spare units are stored securely. Additional storage space is provided at the bottom right for organized inventory management.

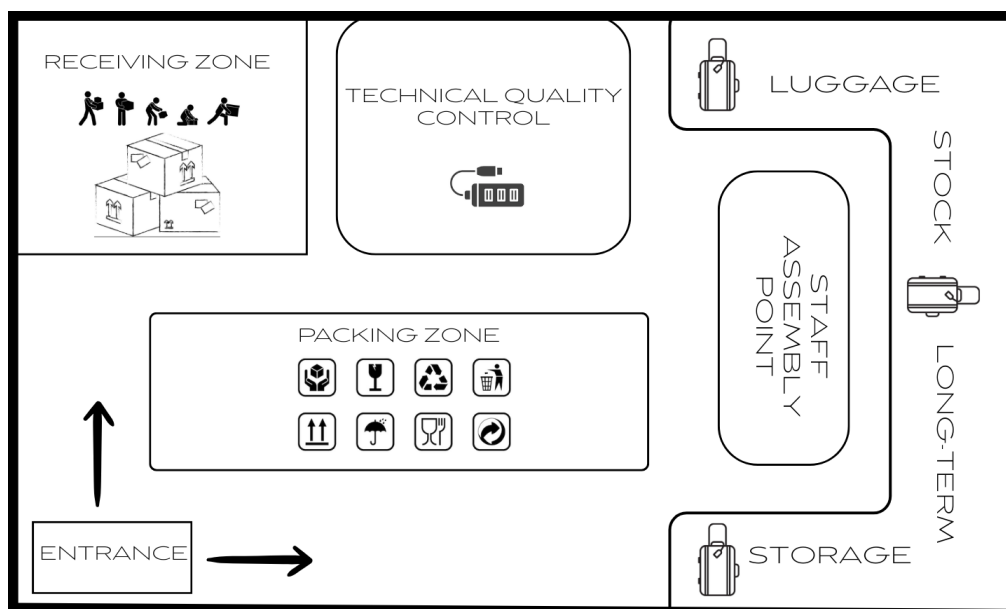


Figure 6.3.2.2 Storeroom Layout

### 6.3.3 Operation Overhead

No	Items	Cost yearly (RM)
1	Rental (5,000 x 12 months)	60,000
2	Utilities (600 x 12 months)	7,200
3	Equipment Maintenance	7,000
4	Point Of Sale	4,500
5	Cleaning Material	450
6	Business Premise Licenses	500
<b>TOTAL</b>		<b>79,650</b>

*Table 6.3.3 Overhead Cost*

### 6.3.4 License, Permits and Regulations Required

No	License / Permits	Issuing Authority	Purpose	Estimated cost (RM)
1	Business Premise License	Majlis Perbandaran Kuala Selangor (MPKS)	Legalizes the operation of the business under the local authority	RM 300
2	Fire Safety Clearance	BOMBA	Ensures premises comply with fire safety regulations	RM 300–RM 500 (one-time)

*Table 6.3.4 License, Permits and Regulations Required to Operate*

## 6.4 Staffing

### 6.4.1 Staffing Needs and Key Roles

Position	Main Duties	Quantity
Operational Manager	<ul style="list-style-type: none"><li>• Oversee daily business and retail operations</li><li>• Manage and coordinate sales activities and inventory flow</li><li>• Ensure smooth workflow and compliance with company operational standards</li><li>• Analyse operational and sales performance data to identify areas for improvement</li></ul>	1
Research and Development Manager	<ul style="list-style-type: none"><li>• Conduct testing and evaluation of Digital Self-Weight Luggage features and performance</li><li>• Monitor product quality, accuracy of digital weighing systems, and durability</li><li>• Carry out regular quality control checks to ensure product reliability</li><li>• Maintain accurate records of product specifications, testing procedures, and results</li></ul>	1
Packing and Fulfilment Assistant	<ul style="list-style-type: none"><li>• Package digital luggage securely with proper labelling and protective materials</li><li>• Prepare and organise products for retail display or customer purchase</li><li>• Manage stock arrangement and ensure proper storage of luggage</li><li>• Assist in inventory checks and stock replenishment</li></ul>	3
Retail Association	<ul style="list-style-type: none"><li>• Handle customer transactions accurately using the Point-of-Sale (POS) system</li><li>• Record and update daily sales data and transaction reports</li><li>• Provide clear product information and deliver excellent customer service</li></ul>	2

#### 6.4.2 Employee Type and Sourcing

<b>Position</b>	<b>Qualification</b>	<b>Employment Type</b>	<b>Sourcing Method</b>
Operational Manager	Bachelor's degree in business management, Operations, or a related field	Full-Time (RM 3,200 per month)	Online job portals, professional networking platforms, and referrals from SME retail industry professionals
Research and Development Manager	Bachelor's degree in engineering, Technology Management, or Product Design	Full-Time (RM 3,000 per month)	University graduate recruitment programmes, internship-to-employment schemes, and online recruitment platforms
Packing and fulfilment Assistant	Diploma	Part-Time (RM 12/hour)	Social media recruitment posts, part-time job applications, and local community referrals
Retail Association	Diploma	Part-Time (RM 12/hour)	Student job portals, part-time employment platforms, and walk-in applications

#### 6.4.2 Employment Type

### 6.4.3 Training and Development

Training and development are essential to ensure employees perform efficiently and deliver high-quality service. Therefore, all Digital Self-Weight Luggage staff will undergo a 2-day induction and training programme prior to the official business launch. This training is compulsory to ensure staff understand product features, operational procedures, and customer service standards while working effectively as a team. These programs include:

#### **1. Product Knowledge and Technical Training**

- Understanding the features and functions of Digital Self-Weight Luggage
- Demonstration of built-in digital weighing systems and smart technology
- Battery usage, charging methods, and basic troubleshooting
- Explaining product benefits to customers, such as avoiding excess baggage charges

#### **2. Standard Operating Procedures (SOPs)**

- Step-by-step procedures for product display and demonstrations
- Daily opening and closing procedure
- Inventory management, stock checks, and storage procedures
- Handling defective items, returns, and warranty claims

#### **3. Customer Service Training**

- Professional greeting and communication with travellers
- Identifying customer needs and recommending suitable luggage models
- POS system training for smooth and efficient transactions
- Handling customer feedback, complaints, and after-sales inquiries

#### **4. Packing and Product Handling**

- Proper handling of digital luggage to avoid damage to electronic components
- Correct packaging methods to ensure product safety during purchase and transport
- Labelling for branding, warranty information, and compliance
- Preparing products for retail display or customer purchase

## 6.5 Equipment

### 6.5.1 Manufactory Equipment

Item	Quantity	Estimated Cost (RM)	Lease / Purchase	Source
Computer	3	3,000	Purchase	HP (Hewlett-Packard)
Digital Luggage Scale (Testing Units)	1	650	Purchase	Decathlon Malaysia
Packaging Tools (Sealer & Measuring Tools)	2	900	Purchase	Iklm Hardware & Machinery Sdn Bhd
Long Table (Preparation, Packing Area)	3	1,000	Purchase	IKEA
Printer & Label Printer	2	800	Purchase	Brother Malaysia
Cutting Machine (according to size and design luggage)	3	1,000	Purchase	ImpakLuggage
Installation Equipment (Install buckles, wheels, logos and reinforcements)	2	4,000	Purchase	ImpakLuggage
<b>TOTAL</b>		<b>RM 11,350</b>		

Table 6.5.1 List of Manufactory Equipment

### 6.5.2 Operational Equipment

Item	Quantity	Estimated Cost (RM)	Lease / Purchase	Source
POS System & Cash Drawer	2	2,500	Purchase	StoreHub
Computer	1	1,000	Purchase	HP (Hewlett-Packard)
Display Rack/ Showcase	3	3,000	Purchase	IKEA
Demo Luggage Scale	1	2,599	Purchase	AEROGO Company
CCTV System	3	1,500	Purchase	Hikvision
Storage Shelves	2	1,000	Purchase	IKEA
Air Conditioner	2	2,500	Purchase	Daikin Malaysia
Lighting	4	1,000	Purchase	IKEA
Television	1	750	Purchase	Senheng Malaysia
Table (for counter)	1	1,500	Purchase	IKEA
Sofa	1	2,000	Purchase	Harvey Norman
Fire extinguisher	1	150	Purchase	Ace Hardware
<b>TOTAL</b>		<b>RM 21,999</b>		

Table 6.5.2 List of Operational Equipment

### 6.5.3 Office Supplies

<b>Item</b>	<b>Quantity (Unit)</b>	<b>Estimated Cost (RM)</b>
Pen	25	50
Scissor	3	15
Marker	5	35
Stapler & Staples	4	20
Printer Ink	6	90
Receipt Rolls	10	30
Keyboard & Mouse	4	200
File	5	20
A4 Paper	20	240
<b>TOTAL</b>		<b>RM 700</b>

*Table 6.5.3 List of Office Supplies*

**Total Manufacturing Equipment: RM11,350**

**Total Operational Equipment: RM21,999**

**Total Office Supplies: RM700**

## 6.6 Supplies

### 6.6.1 Total Cost Per Unit

Item/Materials	Cost Per Unit (RM)	Cost (Cost Per Unit X RM100,000)
Digital Luggage Scale Unit	1949	RM 194,900,000
Packaging Materials (Box, Bubble Wrap)	20	RM 2,000,000
User Manual & Warranty Card	10	RM 1,000,000
Shipping and Handling	30	RM 3,000,000

*Table 6.6.1 Total Cost Per Unit for AeroGo (excluding overhead cost and labour hours)*

**Total Yearly Item & Materials: RM200,900,000**

**Cost Per Unit: RM200,900,000/100,000**

**Units = RM2,009 per unit**

### 6.6.2 Suppliers

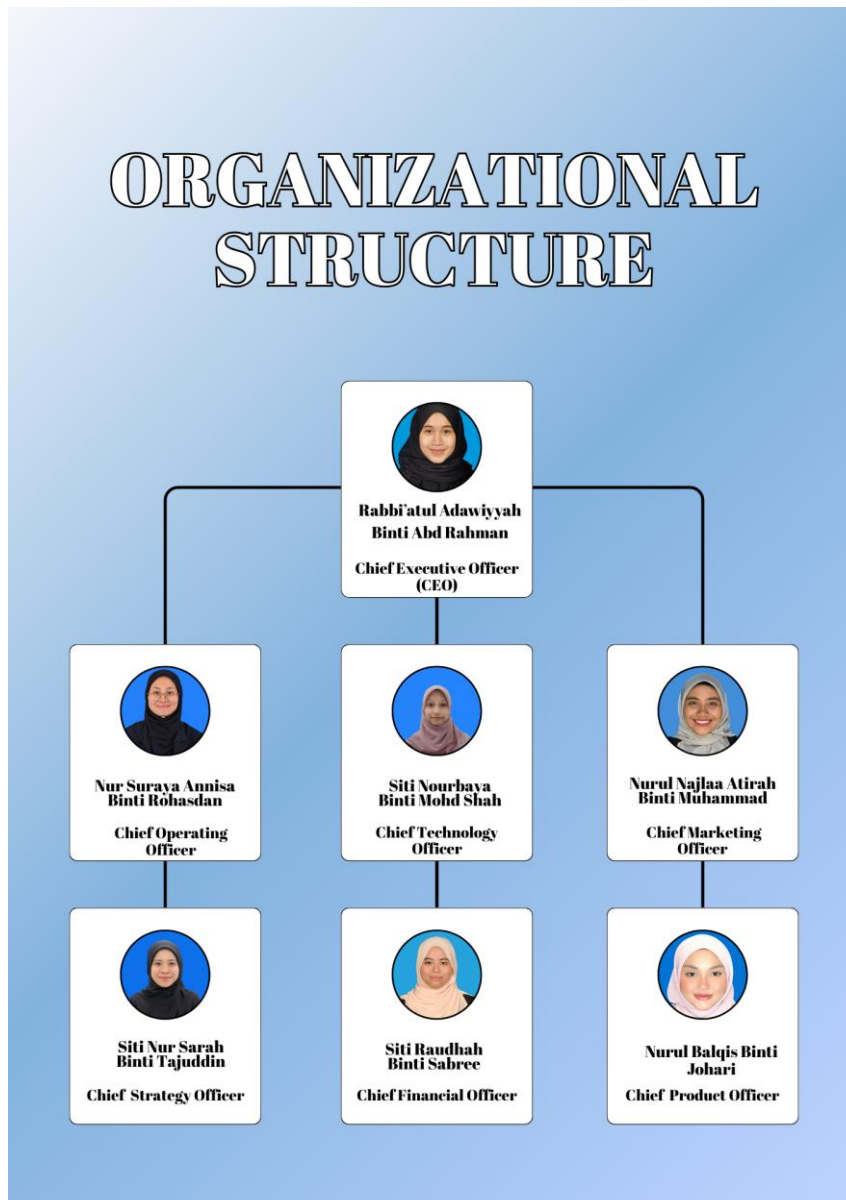
Supply Type	Supplier	Location	Reason for Selection
Digital Self-Weight Luggage Scale	Approved Manufacturer	Malaysia	Consistent product quality and reliable supply
Packaging Materials	Local Packaging Supplier	Selangor	Cost-effective and easy restocking
Printing Materials (Manual & Warranty)	Printing Service Provider	Selangor	Professional printing quality and bulk printing capability
Shipping Supplies	Courier Service Provider	Nationwide	Efficient delivery and wide service coverage
Office Supplies	Office Supply Store	Selangor	Convenient access and reliable supply

*Table 6.6.2 Suppliers Used by AeroGo*

## 7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

### 7.1 Management Team

Aero go is a structured and competent team with each member in holding a clearly defined role to ensure it will give effective coordination, special efficiency and strategic growth of our product. Rabbi'atul Adawiyah binti Abd Rahman, as the Chief Executive Officer (CEO), to provides overall of the leadership by setting the company vision and mission, for guiding into strategy direction and ensuring all the department must have to work cooperate toward shared of organizational goals. Nur Suraya Annisa binti Rohasdan, the Chief Operating Officer (COO), oversees daily business operations, operational planning, and workflow management to ensure efficiency and consistency in company processes.



In the technological development of the company has been managed by it Nourbaya binti Mohd Shah, the Chief Technology Officer (CTO), who is responsible for the product innovation, system development and integration of smart technology into Aero Go's travel solutions. Nurul Najla Atirah binti Muhammad, serving as the Chief Marketing Officer (CMO), which is focuses on branding, promotional strategies product and digital in marketing initiatives to Increase awareness of product brands and future market reach. In the strategic planning and competitive positioning are being handled by Siti Nur Sarah binti Tajuddin, Chief Strategy Officer (CSO), that analyzes in market trends to develop long-term strategies for further strengthen the company's competitive advantage.

Financial management is overseen by Siti Raudhah binti Sabree, Chief Financial Officer (CFO), who is responsible for budgeting, cash flow management and cost control, as well as in financial reporting to make sure of the company's financial stability. In addition, Nurul Balqis binti Johari, as Chief Product Officer (CPO), the one who manages product development and ensures quality assurance for Aero Go's products to meet customer expectations, functional requirements and innovation standards. Overall, Aero Go's structured management structure supports more effective decision-making, operational efficiency, and can achieve the company's goal of becoming a competitive and innovative travel technology solution provider.

Strategic planning and competitive positioning are handled by Siti Nur Sarah binti Tajuddin, Strategy Officer (CSO), that analyses market trends to develop a long-term strategy to further strengthen the company's competitive advantage. Financial management is overseen by Siti Raudhah binti Sabree, Chief Financial Officer (CFO), who is responsible for the budgeting, cash flow management and cost control, as well as financial reporting to make sure the company's financial stability. In addition, Nurul Balqis binti Johari, as Chief Product Officer (CPO), manages product development and ensures for the quality assurance for Aero Go's products has meet customer expectations, functional requirements and innovation standards of this product. Overall, Aero Go's structured management structure supports more effective decision-making, operational efficiency, and can achieve the company's goal of becoming a competitive and innovative travel technology solution provider.



**CHIEF EXECUTIVE OFFICER (CEO)**

<b>Name</b>	Rabbi'atul Adawiyah binti Abd Rahman
<b>Identity Card Number</b>	990428-10-4597
<b>Age</b>	27 years old
<b>Permanent Address</b>	MC 03-04 Taman Tun Teja, Rawang, 48000, Selangor
<b>E-mail</b>	<a href="mailto:rabbiatul280404@gmail.com">rabbiatul280404@gmail.com</a>
<b>Telephone Number</b>	+6011-11240456
<b>Marital Status</b>	Single
<b>Academic Status</b>	Bachelor of Science (Hons.) Hospitality Management
<b>Course Attended</b>	<ul style="list-style-type: none"> <li>• Executive Leadership Program</li> <li>• Financial Management Program</li> <li>• Corporate Governance Program</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Problem solving skills</li> <li>• Decision making</li> <li>• Innovation &amp; digital skills</li> </ul>
<b>Experiences</b>	<ul style="list-style-type: none"> <li>• Project Coordinator - Digital Product Development (2019-2020)</li> <li>• Operation Executive Manager (2020-2021)</li> <li>• Business Development Manager (2021-2022)</li> </ul>



**CHIEF OPERATING OFFICER**

<b>Name</b>	Nur Suraya Annisa binti Rohasdan
<b>Identity Card Number</b>	041103-03-0036
<b>Age</b>	22 years old
<b>Permanent Address</b>	Blok 58-05-07, Jalan 1/2B Taman Seri Murni 68100, Batu Caves Selangor
<b>E-mail</b>	<a href="mailto:surayaannisa123@gmail.com">surayaannisa123@gmail.com</a>
<b>Telephone Number</b>	+6011-27129897
<b>Marital Status</b>	Single
<b>Academic Status</b>	Bachelor of Science (Hons.) Hospitality Management
<b>Course Attended</b>	<ul style="list-style-type: none"> <li>• Operations &amp; Process Management Program</li> <li>• Supply Chain &amp; Inventory Management Program</li> <li>• Digital Operation &amp; Business Analytic Program</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Operational planning &amp; process improvement</li> <li>• Problem solving &amp; decision making</li> <li>• Team management &amp; coordination</li> </ul>
<b>Experiences</b>	<ul style="list-style-type: none"> <li>• Operation Supervisor</li> <li>• Supply Chain &amp; Vendor Coordination</li> <li>• Process Improvement Project Leader</li> </ul>



**CHIEF MARKETING OFFICER**

<b>Name</b>	Nurul Najlaa Atirah binti Muhammad
<b>Identity Card Number</b>	040102-08-2345
<b>Age</b>	22 years old
<b>Permanent Address</b>	No. 7, Jalan Kenanga 2, Taman Sri Muda, 40400 Shah Alam, Selangor
<b>E-mail</b>	<a href="mailto:nurulnajlaa@gmail.com">nurulnajlaa@gmail.com</a>
<b>Telephone Number</b>	+6011-51555944
<b>Marital Status</b>	Single
<b>Academic Status</b>	Bachelor of Science (Hons.) Hospitality Management
<b>Course Attended</b>	<ul style="list-style-type: none"> <li>• Strategic Marketing &amp; Brand Management Course</li> <li>• Digital Marketing &amp; Social Media Strategy Program</li> <li>• Marketing Analytics &amp; Data-Driven Decision-Making Course</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Brand development &amp; positioning</li> <li>• Digital &amp; social media marketing</li> <li>• Creative thinking</li> </ul>
<b>Experiences</b>	<ul style="list-style-type: none"> <li>• Marketing Executive</li> <li>• Social Media &amp; Content Management</li> <li>• Market Research &amp; Customer Feedback Analysis</li> </ul>



**CHIEF PRODUCT OFFICER**

<b>Name</b>	Nurul Balqis binti Johari
<b>Identity Card Number</b>	040818-12-1703
<b>Age</b>	22 years old
<b>Permanent Address</b>	No 43, Jalan Anggerik 1, Taman Sri Anggerik, 43000, Kajang, Selangor
<b>E-mail</b>	<a href="mailto:nurulbalqisjohari@gmail.com">nurulbalqisjohari@gmail.com</a>
<b>Telephone Number</b>	+6010-428 5767
<b>Marital Status</b>	Single
<b>Academic Status</b>	Bachelor of Science (Hons.) Hospitality Management
<b>Course Attended</b>	<ul style="list-style-type: none"> <li>• Product Management &amp; Product Strategy Course</li> <li>• Innovation &amp; New Product Development Course</li> <li>• Technology &amp; Product Integration Course</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Creative thinking</li> <li>• Problem solving skills</li> </ul>
<b>Experiences</b>	<ul style="list-style-type: none"> <li>• Product Management</li> <li>• New Product Development Project Leader</li> <li>• User Research &amp; Product Testing Experience</li> </ul>



**CHIEF TECHNOLOGY OFFICER**

<b>Name</b>	Siti Nourbaya Binti Mohd Shah
<b>Identity Card Number</b>	040824-12-1234
<b>Age</b>	22 years old
<b>Permanent Address</b>	Taman Miramas, Lorong 2, Lot 81, 91308, Semporna, Sabah
<b>E-mail</b>	<a href="mailto:bayayoondowoon@gmail.com">bayayoondowoon@gmail.com</a>
<b>Telephone Number</b>	+6014-2848260
<b>Marital Status</b>	Single
<b>Academic Status</b>	Bachelor of Science (Hons.) Computer Science
<b>Course Attended</b>	<ul style="list-style-type: none"> <li>• Technology Strategy &amp; Digital Transformation</li> <li>• Cloud Computing &amp; System Architecture</li> <li>• Cybersecurity &amp; Data Protection Leadership &amp; Technology Management</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Problem solving &amp; decision making</li> <li>• Technology planning &amp; system architecture</li> </ul>
<b>Experiences</b>	<ul style="list-style-type: none"> <li>• Worked as a Software Engineer / IT Specialist</li> <li>• Led Technical Projects and Small Teams</li> <li>• Involved in Tech Decision-Making</li> <li>• Cross Department Collaboration</li> </ul>



**CHIEF STRATEGY OFFICER**

<b>Name</b>	Siti Nur Sarah Binti Tajuddin
<b>Identity Card Number</b>	000101-23-4567
<b>Age</b>	23 years old
<b>Permanent Address</b>	49-02-02 Pangsamurni Titiwangsa Jalan Gurney, 54000 Kuala Lumpur, Malaysia
<b>E-mail</b>	<a href="mailto:sarahnurr87@gmail.com">sarahnurr87@gmail.com</a>
<b>Telephone Number</b>	+6013-3058904
<b>Marital Status</b>	Single
<b>Academic Status</b>	Bachelor of Science (Hons.) Hospitality Management
<b>Course Attended</b>	<ul style="list-style-type: none"> <li>• Business Strategy &amp; Corporate Planning Course</li> <li>• Competitive Analysis &amp; Market Strategy Program</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Strategic thinking &amp; long-term planning</li> <li>• Market and competitor analysis</li> <li>• Data interpretation &amp; decision making</li> </ul>
<b>Experiences</b>	<ul style="list-style-type: none"> <li>• Strategic Planning Executive</li> <li>• Business Development &amp; Growth Project</li> <li>• Cross Management Strategy Coordination</li> </ul>



**CHIEF FINANCIAL OFFICER**

<b>Name</b>	Siti Raudhah Binti Sabree
<b>Identity Card Number</b>	030415-10-4567
<b>Age</b>	22 years old
<b>Permanent Address</b>	No. 18, Jalan Cempaka 5, Taman Bukit Indah, 81200 Johor Bahru, Johor
<b>E-mail</b>	<a href="mailto:ctraudhah@gmail.com">ctraudhah@gmail.com</a>
<b>Telephone Number</b>	+6018-9892726
<b>Marital Status</b>	Single
<b>Academic Status</b>	Bachelor of Science (Hons.) Hospitality Management
<b>Course Attended</b>	<ul style="list-style-type: none"> <li>• Financial Management &amp; Corporate Finance Course</li> <li>• Accounting &amp; Financial Reporting Course</li> <li>• Risk Management &amp; Financial Compliance Course</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Budgeting &amp; financial planning</li> <li>• Financial analysis &amp; cost control</li> <li>• Risk assessment &amp; financial decision making</li> </ul>
<b>Experiences</b>	<ul style="list-style-type: none"> <li>• Finance Executive</li> <li>• Financial Planning &amp; Budget Control Experience</li> <li>• Cost Analysis &amp; Profitability Evaluation Project</li> </ul>

## 7.2 External Resources and Services

Resource / Service	Purpose	Frequency	Provider / Contact	Est Cost (RM)
Accountant	Manage bookkeeping, financial reports, cost control, and tax filings	Monthly / Quarterly	BDO Malaysia	RM800 / month
Lawyer	Legal advice, contract review, and business registration	As needed	Wenjie & Co. Law Firm	RM 300 per consultation
Product & Quality Consultant	Advice on product quality, safety standards, calibration accuracy, and packaging compliance.	Project basis	Product Engineering Consultant	RM 1200 per project
Marketing Consultant	Help to develop marketing strategies and campaigns	Project basis	Digital Marketing Consultancy Sdn Bhd	RM 1500 per project
IT Support	Manage website, e-commerce store, payment getaway, and system updates	Monthly	Tech Solutions Provider	RM 400 / month

*Table 7.2* List of External Resources and Services

### 7.3 Human Resources

Name and position	Total	Monthly salary (RM)	EPF 13% (RM)	SOCSCO (RM)	Share of Ownership	Total (RM)
Chief Executive Officer (CEO)	1	5,000	650	-	20%	5,650
Chief Operating Officer (COO)	1	4,500	585	55	15%	5,140
Chief Technology Officer (CTO)	1	4,500	585	55	15%	5140
Chief Marketing Officer (CMO)	1	4000	520	50	15%	4,570
Chief Strategy Officer (CSO)	1	3,800	494	45	15%	4,339
Chief Financial Officer (CFO)	1	4,200	546	50	10%	4,796
Chief Product Officer (CPO)	1	4,000	520	50	10%	4,570
<b>TOTAL</b>	<b>6</b>	<b>30,000</b>	<b>3,900</b>	<b>305</b>	<b>100%</b>	<b>34,205</b>

Table 7.3 Management Compensation and Ownership of AeroGo

#### FULL TIME STAFF

Position	No	Basic Salary	EPF 13% (RM)	SOCSCO + EIS (RM)	Total Monthly
Store Manager/ Supervisor	1	3,000	390	70	RM 3,460
Sales Assistant	1	1,800	234	50	RM 2,084
Store Assistant / Stock Assistant	1	1,600	208	45	RM 1,853
<b>TOTAL</b>	<b>3</b>	<b>6,400</b>	<b>832</b>	<b>165</b>	<b>RM 7,397</b>

Table 7.3.1 AeroGo Staff Salary

## PART TIME STAFF

Position	No	Salary x hour x days
Packing and Fulfilment Assistant	3	RM12/hour × 8 hours × 26 days × 3 = RM2,496
Cashier	2	RM12/hour × 8 hours × 26 days × 2 = RM2,496
<b>TOTAL</b>	<b>6</b>	<b>RM 14,976</b>

*Table 7.3.2 Management Compensation and Ownership of AeroGo*

**TOTAL = RM 34,205 + RM 7,397 + RM 14,794 = RM 56,396**

## 7.4 Advisory Board

No	Name	Expertise	Role / Contribution
1	Tristin Hazel binti Tahir	Accountant	Give advice on finance, budgeting and taxation
2	Thariq Ridzuwan bin Idris Ahmad	Lawyer	Provide legal guidance, contract review and business registration
3	Nurrisa Rose binti Noriman	Product & Quality Consultant	Advice on product quality, safety standards, calibration accuracy, and packaging compliance.
4	Hana Izzati binti Haris	Marketing Consultant	Help to develop marketing and campaigns strategies
5	Hilman Ukasyah bin Uzair	IT Support	Advice on IT systems and digital security

*Table 7.4. Table of Advisory Board*

## 8.0 FINANCIAL PROJECTIONS

### 8.1 Start-up Cost

Start-Up Cost	Cost	Own Contribution	Loan
<b>Capital Expenditure: Administrative</b>			
Land and building	-	-	-
Business fixtures	12,000	12,000	
Office equipment	20,000	-	20,000
Office renovation	15,000	-	15,000
Motor vehicle	35,000	-	35,000
<b>Capital Expenditure: Operation</b>			
Machinery	110,000	-	110,000
Manufacturing equipment	20,000	-	20,000
Manufacturing renovation	5,000	5,000	-
<b>One-time Start-up Expenditure</b>			
Installation of machine	15,000	15,000	-
Starting inventory cost	200,000	80,000	120,000
Office supplies	1,500	1,500	-
Legal and professional fees	4,100	4,100	-
Advertising for opening	8,000	8,000	-
<b>Pre-operations</b>			
Deposit (rent, utilities, etc)	11,000	-	11,000
Business Registration & License	800	800	-
Insurance & road tax motor vehicle	2,000	2,000	-
Other expenditure	1,500	-	1,500
<b>TOTAL</b>	<b>460,900</b>	<b>128,400</b>	<b>332,500</b>

## 8.2 Working Capital

<b>Working Capital</b>	<b>RM</b>	<b>Fixed (RM)</b>	<b>Variable (RM)</b>
<b>Marketing</b>			
Advertising	900	-	900
Collaboration	4,000	-	4,000
Content creator	2,000	-	2,000
<b>Administrative</b>			
Rental	5,000	5,000	-
Utilities	600	600	-
Office maintenance	1,500	1,500	-
Salaries	41,602	41,602	-
Office supplies	700	700	-
Insurance	1,500	1,500	-
<b>Operation</b>			
Salaries & Wages	14,976	14,976	-
Purchaser	28,250	28,250	-
<b>Other Expenditure</b>	2,000	-	2,000
<b>Total Working Capital</b>	<b>103,028</b>	<b>94,128</b>	<b>8,900</b>
<b>Total Working Capital Required</b>	<b>1 month</b>	<b>RM 103,028 – RM 2,000 = RM 101,028</b>	
<b>Working Capital + Contingencies</b>	<b>5%</b>	<b>RM 103,028 x 105% = RM 108,179.40</b>	

## 8.3 Start-Up Capital and Financing

<b>ESTIMATED START-UP CAPITAL</b>	
<b>FINANCING</b>	
Equity: Share & Venture Capital	1,050,000
Loan	100,000
<i>Annual Interest Rate</i>	5%
<i>Loan Duration (years)</i>	7

## 9.0 PROJECT MILESTONE

<b>Activities</b>	<b>Deadlines</b>
Incorporation of the venture	1 October 2025
Completion of the product design, feature planning & development of digital weight luggage scale system	9 June 2025
Completion of prototype	15 June 2025
Signing of suppliers & logistics partners	20 June 2025
Ordering of materials in production quantities	25 June 2025
Starting of production or operations	30 July 2025
Product refinement & quality checking	10 August 2025
Packaging, branding, labelling, and promoting	20 August 2025
Receipt of first customer orders	3 November 2025
Delivery of first sales	15 November 2025

## 10.0 CONCLUSION

In conclusion, AeroGo represents an innovative and practical response to a common problem faced by travelers which is the excess baggage weight and the stress it creates during airport check-in. Through the introduction of our product which is a digital weight luggage scale known as “Aero-Go” will provides a offers a smart, reliable, and user-friendly solution that enhances travel preparation and confidence. The product’s ability to provide accurate weight measurement, combined with visual and sound alerts, helps travelers avoid unnecessary baggage fees and last-minute inconvenience.

Analysis of the industry reveals that the travel accessories and luggage scale market in Malaysia is experiencing a steady increment as a result of the growth in air traffic, stringent airline baggage restrictions and the growth of consumerism in their understanding of cost-cutting travel equipment. The long-term potential of smart luggage products like AeroGo is also supported by technological development and the transformation of the travel lifestyle, as well as economic development. These tendencies mean that there is a high demand on the market in innovative, all-purpose and convenient travel solutions.

One of the competitive advantages that AeroGo has had is its emphasis on the digital self-weight functionality as a core functionality, rather than a side feature. AeroGo is not only a high-quality product but also combines precision weighing, intelligent notifications, Bluetooth connectivity, and multifunctional to USB charging, universal adapters, and emergency lighting, unlike most of the existing competitors. This is a niche but emerging market in the smart travel accessories market, and AeroGo can position itself.

Marketing and strategic wise, AeroGo aims at individuals who travel a lot, are in business world, family oriented, and tech conscious to appreciate efficiency, convenience and reliability. Having proper marketing goals, clear target markets and good value propositions, AeroGo stands in a fine position of creating brand awareness, sustainable sales expansion, and customer trust within the local and global market. Altogether, AeroGo is high potential of being a successful travel-technology partners by overcoming the real-life problems in travel with creativity, functionality, and design-oriented to the customer. As it will advance further, good marketing, and subsequent product development, AeroGo is likely to become a well-known brand that will enable travelers all over the world to travel with fewer hassles, fewer anxieties, and fewer stress.

## REFERENCES

- Bhandari, R. (2023, June). *Malaysia luggage market (2020–2026)*. 6Wresearch. <https://www.6wresearch.com/industry-report/malaysia-luggage-market-2020-2026>
- Coherent Market Insights. (2021, September 27). *Luggage market is potentially boosting up the economy in future 2027*. Global Banking & Finance Review. <https://www.globalbankingandfinance.com/luggage-market-is-potentially-boosting-up-the-economy-in-future-2027/>
- Fortune Business Insights. (2026, January 12). *Smart luggage market size, share & industry analysis, by product type, connectivity, weight, material, distribution channel & regional forecast, 2026–2034* (Report No. FBI104615). Fortune Business Insights. <https://www.fortunebusinessinsights.com/smart-luggage-market-104615>
- Indeed Editorial Team. (2025, December 16). *15 chief officer positions: Roles and responsibilities*. Indeed Career Guide. <https://www.indeed.com/career-advice/finding-a-job/chief-officer-positions>
- Nexyns Synyn Group. (2026, January 15). *Malaysia boarding luggage market performance metrics, size & opportunities 2026-2033*. LinkedIn. <https://www.linkedin.com/pulse/malaysia-boarding-luggage-market-performance-metrics-nzpde/>
- StudySmarter. (2019). *Sales Tactics: Techniques & Definitions*. StudySmarter UK. <https://www.studysmarter.co.uk/explanations/business-studies/sales-in-business/sales-tactics/>
- Technavio. (2025, January). *Luggage market analysis: Size to grow by USD 16.64 billion from 2024 to 2029* (Industry analysis report). Technavio. <https://www.technavio.com/report/luggage-market-industry-analysis>

# APPENDICES



Appendix A



Appendix B



Appendix C