



TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT

YOUR DESTINATION ENTERPRISE

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IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

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1. EXECUTIVE SUMMARY

Travel is an important aspect where travelers cannot simply ignore the role of luggage. Before beginning our travel, it is important to think about the right luggage necessary to keep all the needs of the traveler. Your Destination Enterprise is my company name develops "D'iN Luggage" which is a short version of "Duo in Luggage". This product comes with lots of specialties to make the luggage easier for travelers to use and different from any luggage because this product is designed with modern and advanced technology. Figure 1 below shows the logo of my company.



Figure 1: Logo of the company

Basically, this product is a friendly user product that helps people save time and energy. It will ease and minimize the time for people who are always busy. "D'iN Luggage" is a technological innovation product used by people to travel. It is a luggage that is built with multifunctional technology and safety devices. This product includes the most innovative and multifunctional technology system developments. It is very convenient to use for all users, especially travelers who will be on short trips or holidays.

Besides that, "D'iN Luggage" is a new development that will make lifestyles more organized and safer to help travel more enjoyable. This product has its own advantages and uniqueness that have not been found in today's common luggage, thus providing a competitive advantage over more established competitors. In addition, this product focuses on safety and ease of use for users. The product consists of a combination of simple technology that unlocks fingerprints and a USB charging port. It's also multifunctional to the easiest traveler's lifestyle, such as a mini iron and iron pad and a zipper less shutter.