



# COMPANY ANALYSIS

## TRAVELPRO

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY & PROGRAMME: FACULTY OF APPLIED SCIENCE  
BACHELOR OF SCIENCE (HONS) BIOLOGY(AS201)**

**SEMESTER : RAS2012B**

**PROJECT TITLE : THE PLATINUM ELITE 21" EXPANDABLE CARRY-ON  
SPINNER AND 25" EXPANDABLE LUGGAGE**

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## TABLE OF CONTENT

	<b>PAGE</b>
TITLE PAGE	
ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii
LIST OF FIGURES	iii
LIST OF TABLES	iv
<b>EXECUTIVE SUMMARY</b>	<b>v</b>
<b>1. INTRODUCTION</b>	<b>1</b>
1.1 Background of the study	1
1.2 Problem statement	2
1.3 Purpose of the study	2
<b>2. COMPANY INFORMATION</b>	<b>3</b>
2.1 Background company	3
2.2 Organizational structure	4
2.3 Products/services	5
2.4 Business, marketing, operating strategy	6
<b>3. COMPANY ANALYSIS</b>	<b>7</b>
3.1 SWOT	7
<b>4. FINDINGS AND DISCUSSION</b>	<b>8</b>
4.1 Findings	8
4.2 Discussion	9
<b>5. CONCLUSION</b>	<b>11</b>
<b>6. RECOMMENDATION AND IMPROVEMENT</b>	<b>12</b>
<b>7. REFERENCES</b>	<b>13</b>
<b>8. APPENDICES</b>	<b>14</b>

## LIST OF FIGURES

Figure 1: Robert Plath .....	3
Figure 2: Platinum® Elite 25" Expandable Spinner (21" Carry-On) .....	5
Figure 3: Map of the Travelpro store.....	14
Figure 4: One of theTravelpro outlet .....	14

## LIST OF TABLES

Table 1: Company information .....	3
Table 2: Organizational structure.....	4

## EXECUTIVE SUMMARY

This case study was assigned to choose one company to identify the strength and weaknesses of a product, evaluate their opportunities and threats by using the SWOT analysis. Therefore, I had chosen the Travelpro company which was produced the luggage products. Luggage is an item that is always associated with traveling and vacation. When traveling, people always want the best ones not only for vacation places but also for the items they use to bring their belongings. One of the company products that I have chosen for this assignment was the Platinum® Elite 21" Expandable Carry-On spinner and 25" Expandable. There was a lot of strength on this luggage but also still have a few of the weaknesses that can be improved to make it more effective for the user. From the customer's aspect, design and colour are the most important part that needs to focus more. Attractive and trendy design and also colourful various options of colour can satisfy the customers' wants. By modified the wheels into the type of thick one was one of the suitable ways to handle the problem of wheels damaged easily. Furthermore, when comes to the luggage, the material with high quality was the best choice made by the customers. Polycarbonate is a light material and also scratch resistance is suitable to use whether it rainy or sunny day. Last but not least, people do not know what the actual weight of things they had fills into the luggage. As long as there space, people will put things into it until the luggage full. However, people aware that every luggage is produced with its weight limit. Hence, providing the luggage along with the weight scale can overcome this problem. Finally, every product needs to be improved from time to time to keep the product effective.

# 1. INTRODUCTION

## 1.1 Background of The Study

For the case study, students were assigned to choose one company and then identify their product that has the potential to be improved. Therefore, I have chosen the luggage product. According to the dictionary, luggage is defined as suitcases or other bags in which to pack personal belongings for traveling. So, in other means, luggage was the item that usually used by all the people when went to travel or vacation. Moreover, luggage not only comes with bags but also with suitcases, backpacks, and containers that well-functioned to keep the owner's belongings such as clothes, personal accessories, and important stuff.

The first thing that comes up to mind we go to travel is the bag or luggage because it was necessary to keep the belongings and the souvenirs from vacation places. The luggage was varying in shape, colour, quality, durability, and the type of material that makes it. Some luggage was quite bright and some were dark in colour and as for the material that makes it also from the fabric and others. However, it depended on the user that preferred what kind of luggage. Besides, the luggage was also designed once with wheels making it easy to move on a flat surface. So, it was easier to carry the heavy items. Just need to pull the wheeled luggage only.

Luggage always comes in different types and prices. The luggage was designed at a reasonable price that matched the quality. Therefore, this project was to study more about luggage.

## **1.2 Problem Statement**

Every product produced always comes with its strength and specialty, but it does not mean that all the products don't have any flaws at all. It may become from the aspects that don't meet the customer's preferences. Hence, the same as the luggage that also has its strength and weaknesses. Some people preferred the luggage that suits their desire such as from the aspects of the colour, shape, style, durability, and also the material of the luggage. However, for the Travelpro product which is The Platinum® Elite 21" Expandable Carry-On spinner and 25" Expandable, there also have a few problems arise and have the potential to be improved better in the future. One of the problems that can be improvise was the design of the luggage not so attractive. Not only that, but the colour also does not come with a lot of choices. Only two colours were offered by this product which was black and grey. Therefore, for the material, luggage was made with nylon fabric which easily gets dirty and torn. Next, the wheels of the luggage also easily damaged when passing through uneven surfaces, and the luggage is not provided by the weight scale. So, when the user puts the belongings on the luggage, they do not know whether it already exceeds the luggage limit weight.

## **1.3 Purpose of The Study**

This case study purposed to collect information about the company and product have chosen and to identify the strength and weaknesses. For Travelpro product, I had chosen the Platinum® Elite 21" Expandable Carry-On spinner and 25" Expandable luggage. After identifying the weaknesses of these products, there were a few recommendations to be implemented to improve the effectiveness of the product.

## 2. COMPANY INFORMATION

### 2.1 Background

Travelpro was founded by Robert Plath who first invented The Original Rollaboard in his garage in 1989. He not only changed the way the people traveled but his new invention helped energize the travel goods industry. The luggage products are used by over 425,000 airline personnel worldwide and sold in the U.S, Eastern and Western Europe, the Middle East, Asia, Australia, and New Zealand. Today, Travelpro manufactures numerous luggage collections such as Platinum, Crew, FlightPro, WalkAbout, Hydrogen, and FlightCrew as the label collections. Besides, Marcy Schackne, vice president of marketing for Travelpro, had pointed out the number of innovative features that the company offers within the luggage collections.



*Figure 1: Robert Plath*

Name of the company	Travelpro
Address	6500, Park of Commerce Boulevard Boca Raton, FL 33487 USA
Main telephone	(561)998-2824
Website	<a href="http://www.travelpro.com">www.travelpro.com</a>
Email	<a href="mailto:tga@travel-goods.org">tga@travel-goods.org</a>
Company size	141 employees

*Table 1: Company information*

## 2.2 Organizational structure

 <p>Raymond Durocher President</p>	 <p>Anthony Macaione Executive Vice President</p>
 <p>Valerie Batrice Senior Director of Consumer Marketing</p>	 <p>Mark Costigliola Manager of Ecommerce Operations</p>
 <p>Steve Kubenez Vice President of Global eCommerce</p>	 <p>Marcy Schackne Vice President of Marketing</p>

Table 2: Organizational structure

### 2.3 Products/Services

The product that has been chosen from the Travelpro was The Platinum® Elite 21" Expandable Carry-On spinner and 25" Expandable. This luggage integrated a USB port and dedicated back-up battery pocket, while the drop-in, fold-out suiter keeps the hanging clothes looking sharp and protect wrinkles. Besides, the features of the luggage is a built-in suiter and TSA-compliant lock that keeps contents secure while allowing the users to unlock and lock the bag when needed. The spinners are made with premium fabric, leather accents, and chrome zippers and equipped with the Precision Glide system for precise control and effortless roll. Also, each bag is backed with the built a lifetime limited worry-free warranty.



*Figure 2: Platinum® Elite 25" Expandable Spinner (21" Carry-On)*

The description of The Platinum® Elite 21" Expandable Carry-On Spinner and 25" Expandable Luggage are:

- 360° MagnaTrac self-aligning spinner wheels
- Colour: Shadow Black/Vintage Grey
- Aluminum extension handle and has four stops at 36", 38", 40" and 42.5
- High-density nylon fabric
- Premium leather top and side carry handles plus bottom handle cup
- Dimension: H: 28 in W: 18.5 in D: 11.75 in
- Volume: 97 L
- Weight: 9.8 lbs
- Warranty: Lifetime Limited Worry-Free Warranty

## **2.4 Business/Marketing/Operational Strategy**

### **2.4.1 Business**

Business Type: Private Company

### **2.4.2 Marketing Strategy**

Travelpro company prepared various ways of marketing strategy to attract customers. One of the ways is by promoting luggage products through social media such as Facebook, Twitter, Pinterest, and Instagram. Therefore, it increases the customers' awareness of their brands, products, and collections of luggage. Next, used the combination of creatives blogs, reviews, promotions, and branding partnerships with other media outlets. Not only concentrate on advertising, but also provides information, advice, sharing ideas, and encouraging people with their products.

### **2.4.3 Operational Strategies**

Operational strategies refer to the methods companies use to reach their objectives. As for the Travelpro company, they introduced a lifetime limited worry-free warranty. This limited warranty covers defects in materials and workmanship that negatively impact the functional performance of the product, including the wheels, zippers, extension handles, and carrying handles. So, when the customer complains about the damaged luggage, the company will provide the repair and service for that. Hence, the Travelpro company also promises a worry-free enhancement. Covering shipping costs for a product that needs to be shipped to one of our repair facilities for warranty repair or replacement. Lastly, the 100-day trial offered by this luggage company. If Travelpro luggage fails to meet customers' expectations for any reason, then customers may return it for a full refund within 100 days.

### 3. COMPANY ANALYSIS

#### 3.1 SWOT

<b>STRENGTH</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"><li>○ Has fold-out suiter that keep clothes wrinkles-free</li><li>○ Top, side carries, and bottom handle designed with premium leather</li><li>○ Technology zipper heads avoid the damage from frequent use</li><li>○ Inferior luggage tie-down system</li><li>○ Good wheels, 360 aligning</li></ul>	<ul style="list-style-type: none"><li>○ Design not attractive</li><li>○ Have only a few colour options</li><li>○ Material luggage nylon fabric which easily gets dirty and torn</li><li>○ The wheels easily damaged when passing through uneven surfaces</li><li>○ The luggage not provided by the weight scale</li></ul>
<b>OPPORTUNITIES</b>	<b>THREAT</b>
<ul style="list-style-type: none"><li>○ The luggage can be improved more to make it friendly use</li><li>○ More advertising to attract customers</li><li>○ The product can be export worldwide</li></ul>	<ul style="list-style-type: none"><li>○ Many competitors also produce the same product</li><li>○ Possibilities the product to be a clone</li><li>○ Modern trends that easily changed with the customers' preferences</li></ul>

## **4. FINDINGS AND DISCUSSION**

### **4.1 Findings**

#### **4.1.1 The design of the luggage does not attractive**

A design is a plan or specification for the construction of an object for the implementation. Therefore, most people have their ideas on what kind of luggage design that they love such as luxury and fashionable design of luggage. As for this design of luggage, it looks not so lively because the design seems to be simple.

#### **4.1.2 Have only a few colour options**

For this luggage, it offered only two choices of colour which is black and grey for their customers. Therefore, the colour of the product is an important aspect that the buyer first thinks of when they want to buy the products. The young generation usually loves colourful products because look more lively and cheerful. We should consider more options for luggage colour.

#### **4.1.3 Material luggage nylon fabric which easily gets dirty and torn**

Not like other materials, nylon was the material of fabric which water-resistant. However, this kind of fabric usually easy to get dirty when it is involved with the dust. If it dirty, it not easy to rid that dirty because the material is fabric. Also, this kind of material will easily get torn if hit by a sharp object. Hence, nylon fabric also has a weakness which is less resistant to the sun and quickly changes colour.

#### **4.1.4 The wheels easily damaged when passing through uneven surfaces**

People used luggage because its wheels make it easier to carry their belongings and just pull the luggage on the road. But not all the roads that the user passes through are flat surfaces. They also pass through on the rocky and tarred roads. It will make the wheels easily damaged. We must think about the solution to handle this kind of problem.

#### **4.1.5 The luggage not provided by the weight scale**

When going on travel or vacation, most people will feel very excited. They may not realize when put the belongings inside the luggage exceeds the limit of the luggage weight limit. If so, the luggage will easily get damaged. Hence, if the luggage is also provided by the weight scale, then the user can know the weight of the luggage.

### **4.2 Discussion**

Through the findings above, I had observed that this luggage product has a few problems. It can be improved to attract more customers' interest. Hence, to solve the kind of design not attractive, a few choices of luggage's colour, the material of luggage easy get dirty, the wheels get damaged on the uneven surfaces and, not provided with the weight scale, we have prepared a few of solution such as:

#### **4.2.1 More interesting design**

For the luggage design not so attractive and seem simple, we can first do the survey and observed the trend of design that usually will catch customers' eyes. We can produce the luggage with the current trend so that, people will fast be noticed it. Furthermore, always keep the interaction with the customers to know what their design preferences. After that, produced the design with the current trend and updated the latest about the design luggage. The advantage of doing this is can attract more customers because most people nowadays love to follow the current and latest trend.

#### **4.2.2 Offered more options of colour**

People are attracted most on the product that has many options of colour because as we already know that everyone has their favourite colour. If we see the product with our favourite colour, we feel very excited to buy that. So, this luggage product should offer more colour options such as the cheerful colour. The young generation nowadays attracts a colourful product because it seems more attractive. Therefore, we can offer the luggage with the various option of colours to make people have many choices. Next, offered the luggage with a collection of colours such as nude, pastel, and so on. The advantage is people will easily attach to these variations of colour products.

### **4.2.3 Provide the luggage with other material**

The nylon fabric material good because it is water-resistant and not worry to go somewhere on a rainy day. However, this kind of design easily gets dirty and torn if involved with the dust and hit by a sharp object. Not only that, but it also has less resistance to the sun and quickly changes its colour. Therefore, we can use other materials to change this type of nylon fabric and recommend going with polycarbonate because it not only light material but also scratch-resistant. The advantage changes to this material are it can stand the pressure when dropped onto a hard surface. Also, no need to worry about both rain and sun weather.

### **4.2.4 Improve the wheel quality**

People are worried the most about the luggage is with its wheels. This is because when traveling, we will go through various types of roads whether flat, uneven, tarred and so on before reaching the accommodation. Not only that, think about when necessary to use the stairs. It makes the wheels easy to get damaged. We recommend using thick wheels to prevent it from easily damaged. Other than that, we also can create a place when the wheels will automatically insert in the luggage when we do need to use the wheels. This solution gives the benefits to the user to maintain the luggage condition especially for those who travel by bus. When riding the bus, we keep the luggage in a storage place on the bus and do not need to use the wheels.

### **4.2.5 Attach the luggage with the weight scale**

When traveling, we not only bring many belongings before going travel but also fill the luggage with the souvenirs from the vacation places. We do not know how much weight of the things we put in the luggage. For the solution, we can produce the luggage along with the weight scale, so that people will know the weight of things they put into the luggage and avoid exceeding the luggage weight limit. The advantage of this weight scale is to make travellers easier to know the weight of their luggage when travel.

## **5. CONCLUSION**

In conclusion, the product of a company is evaluated based on its SWOT analysis. We can evaluate not only in terms of opportunities and threats but also the strength and weaknesses of the products. By evaluating the strength of products, we can see clearly and maintain that strength as well as able to further improve for better in the future. As for weaknesses, we know where the part that we need to focus on more and think of the best solution to solve the problem. Based on the findings and discussion, the problem involved this luggage has been explained more to know whether we can improve it to attract more customers. Also, there are the solution and the best solution to overcome the problem arise. Finally, this luggage has a few problems and when we improved this, it will become better and more comfortable to use. When the idea is implemented, we can see new luggage that will satisfy customers need and want

## **6. RECOMMENDATION AND IMPROVEMENT**

For this luggage product, there are a few problems and also have been discussed above a few solutions to handle the problem arise. Based on the given alternative, the Platinum® Elite 21" expandable carry-on spinner and 25" expandable can be more attractive if we change the current design into the latest trend. People nowadays love to follow current trends. Next, offered more options colour of luggage by providing the collection colour of luggage such as nude, pastel, and so on. Everyone is excited to have the products with their favourite colour.

Furthermore, for the material of luggage, as for nylon we worry when using the luggage during the rainy day. By offering the other type of luggage material which is the polycarbonate material not only to solve the weather problem but also has scratch resistance. Improve the quality wheels of luggage by changing it too thick wheels. As for that, users can free worry about the types of surfaces go through when traveling. Lastly, produce the luggage along with the weight scale easier to make users know the weight of things they fill into the luggage.

## 7. REFERENCES

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## 8. APPENDICES



*Figure 3: Map of the Travelpro store*



*Figure 4: One of the Travelpro outlet*