UNIVERSITI TEKNOLOGI MARA MALAYSIA

TECHNOLOGY BLUEPRINT FOR EASY SMART LUGGAGE

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1.0 EXECUTIVE SUMMARY

1.1 Description of the business and product concepts

Smart Travel Company is one of the companies in the luggage industry that also produces luggage product. As everyone knows, the luggage industry produces a variety of luggage products, backpacks, sling bags, suitcases and more as a tool for consumers to store their necessities when traveling. Especially when going on vacation, luggage is a item used to keep the personal belongings of one person such as clothing safe.

The luggage designed with own uniqueness and not same with another luggage. From the aspect of cover, there are two types that can be considered includes soft and hard cover. And also, the material is varying for instance, polycarbonate, nylon, and aluminium. The different design of luggage has made this product become one of the items that customer wants. Due to this, there occur the fierce competition among the luggage manufacturer. This has caused the demand for the new and innovative product that improvise from the existing luggage product.

Smart Travel Company also want to take a part in order to fulfil the customer want by produces the Easy Smart Luggage. Easy Smart Luggage is designed with a new attractive feature for the customers who love to go vacation traveling easily. Besides that, there are many special features that rarely found from the existing luggage which is the luggage is come along with seater, fingerprint lock system and other features to help solve the problem faces by the customers.

1.2 The target market and projections

Nowadays, most of the people use the luggage as the tool to keep belongings when go to the other places. There is no limitation of age for people use the luggage product. The majority of the user who use the luggage are from the range age 20 to 50 years old. This is become at this age; people will have their own income and can be consider in a stable condition. Also, Easy Smart Luggage offer a unisex luggage that suitable used by both of the gender type.

Easy Smart Luggage is a very convenient and easy to handle luggage. The customer range age mentioned earlier are the main target market for this company because at this age, the customers have the job and will have their own savings. Therefore, they can be potential customer to the company. Besides that, people who love to go traveling especially

with other three officer which are Chief Operating Officer (COO), Chief Sales Officer (CSO) and Chief Financial Officer (CFO). The organizational chart of Smart Travel Company are shows as below:
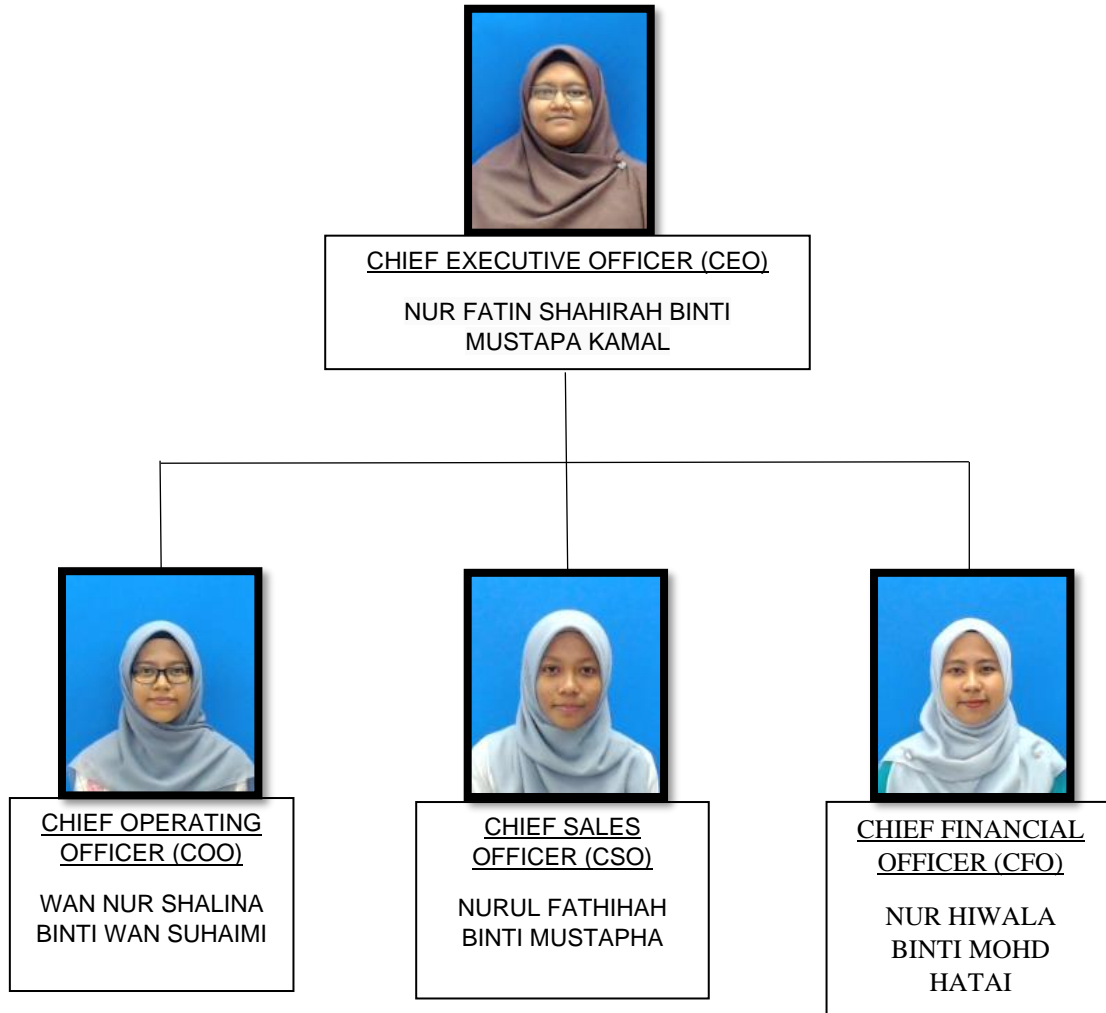

CHIEF EXECUTIVE OFFICER (CEO)

NUR FATIN SHAHIRAH BINTI MUSTAPA KAMAL

CHIEF OPERATING OFFICER (COO)

WAN NUR SHALINA BINTI WAN SUHAIMI

CHIEF SALES OFFICER (CSO)

NURUL FATHIHAH BINTI MUSTAPHA

CHIEF FINANCIAL OFFICER (CFO)

NUR HIWALA BINTI MOHD HATAI

Figure 1.1: Organizational Chart

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Details of the product and services

New products and services is the one of strategy in marketing. The Smart Travel Company will develop a new product renamed as Easy Smart Luggage. Easy Smart Luggage is an enhanced luggage that is easy to bring and use. With these ideas, our company has come forward to solve the problems faced by travellers. . The new product that we develop is to attract our customer with the high quality product. Easy Smart Luggage is the modification of luggage by adding other various function and new technology in the luggage. Easy Smart Luggage has its own uniqueness that will mesmerize someone to buy it. Table 2.1 shows the specification of Easy Smart Luggage.

Table 2.1: Specification of Easy Smart Luggage

Design	Specification
Size	The size of the Easy Smart Luggage is 66cm X 48cm X 35cm with a volume of 70L and a weight of 6kg
Material Luggage (Aluminium)	• The durability of aluminium is very high • Have the high-tech appearances of the professional • Resistant to the crushing and water leakage
Material Chair Board (Aluminium)	• Have the impact resistant • Very strong and have a high durability
Fingerprint & Lock system	• More convenient life for the user • Easy to use • High security • Less time-consuming
Button	• 1st button – take out the hand holding • 2nd button – break the wheel from moving • 3rd button – Bluetooth button (connect to apps) • 4th button – auto chair out
Changeable Auto-Wheel	• Reduce rolling vibration and voice • Comfortable rolling • Suitable for many types of surface such as tarred and slippery road