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UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

# TRAVELPRO PRODUCTS, INC

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

**FACULTY & PROGRAMME : FACULTY OF COMPUTER SCIENCE AND  
MATHEMATICS**

**FACULTY : FACULTY OF COMPUTER SCIENCE AND MATHEMATICS**  
**PROGRAMME : BACHELOR OF INFORMATION TECHNOLOGY (HONS.)**  
**SEMESTER : 6**  
**PROJECT TITLE : LAPTOP BAG WITH COOLING GEL**  
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## EXECUTIVE SUMMARY

Travelpro was created by a commercial airline pilot name Bob Plath. Bob Plath was a travel pro since he always cross all over the world thousands times and bringing his suitcase along with him on every trip. By knowing on what will happen to the luggage over time and the toll it had on the traveller who had to transport it, Bob Plath reasoned that there had to be a better way. He realized that there are none of it and he started to create the two wheeled suitcase that can be pulled upright using extendable handle and he name the suitcase “The Original Rollaboard”. Soon, the “Travelpro Rollaboard” became every traveler’s companion. Bob Plath’s innovative thinking will live on forever as founding principle of Travelpro. Today, Travelpro become a luggage brand choice for the crews from more than ninety airlines and travellers around the world.

In this case study, it will give more focus on one of the product produced by Travelpro that will be analized. After that, an identification to the current problem of the user and to figure on how to improve the product and can be improve on development by the company to improve their product. The current Travelpro producing many type of bag such as luggage, bags, accecories for the traveller to improve their travel experience and ease the traveller in terms of mobility to their item and equipments. Travelpro also market their product into the worldwide so the company need to have more strategies for the traveller from different country and have different behaviours. Due to this, some analysis have been done for the blueprint of the product. SWOT analysis also been drew to give more strength to the company to improve their product and lesser the weakness of the product.

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

Travel is the movement of people between geographically distant regions. Traveling by foot, bicycle, vehicle, rail, boat, bus, airline, ship, or other methods, with or without luggage, can be one way or round trip. Travelpro is one of the company that supplies goods for travel and also bag type of their products. In this use case, students assigned to find a product from a company and do an analysis about one of the product chosen that have a potential to be improved for future development of the company. The product that been chosen in this case study were laptop bag. Laptop is a small, portable computer that the owner usually use with different place or environment. Laptop or known as notebooks is an innovation of the desktop computer since the desktop computer have some difficulty in using it at different place. Laptop has same compartment as desktop computer such as keyboard, screen, speaker and mouse.

Nowadays, laptops are an item that is almost a mandatory item for every person who works or who studies because of the convenience available on the laptop itself. Laptop also need a bag to make it easier for users to carry it wherever they go. With that, many companies are creating laptop bags that attract the attention of consumers with the convenience and features available on the item to provide comfort and safety to the laptop.

Various types of laptop bags are created with their respective advantages and disadvantages. For example, a gaming version laptop bag that has a more attractive design and also a shape that has the gaming icon. There is also a classic design laptop bag for users who like classic design. Usually, laptop safety is very important in the design created as it will add quality to the bag and the aspect of bag laptop quality always measured by how the bag laptop can give benefits to the laptop.

## **1.2 PROBLEM STATEMENT**

Laptop is one of the device that being an important things to the people around the world such with wide range of age. There are almost all type of people that using laptop such as student and also for anyone that already work. By using laptop, it will ease the people daily life to do assignment and also work in distance. The laptop has brought forth a new level of innovation in human existence (LaptopChamps, n.a). This machine has altered people's lifestyles. You no longer need to memorise a large amount of data since laptops can keep that information in their main memory, and the best part about laptops is that they can retain that data indefinitely. Although laptop has it benefits, when it be used for a long time usage, the laptop itself will heat up slowly. when the laptop starts to heat up, it will have a bad effect on the laptop like it will be lagging and sometimes will close the application accidentally because it cannot cope with the temperature. therefore, users have a limit to use the laptop in order to maintain the temperature of the laptop well. This will cause problems where if a person needs a long time to prepare a task or work. Therefore, something needs to be done to avoid the problem of temperature rise on laptops. Usually, people will buy coolers for laptops and coolers also need a lot of space if placed in a bag. Therefore, this thing can be further modified and improved so that it is more convenient for the user. By modifying the structure of the laptop bag by using cooling gel as a material on the body of the bag will be able to cool the laptop while storing it. It can also be replaced with a fan cooler and lined under the laptop to stabilize the temperature of the laptop.

## **1.3 PURPOSE OF THE STUDY**

This case study made to investigate and to identify the product of Travelpro Products, inc. A big company that produce travel accessories and bag for the end user. Laptop bag is the focus in this case study and many aspect from the product will be analized to improve the quality of the product. This comprises the company's business, marketing, and operations strategies. I conducted a SWOT analysis in order to examine the company's internal and external problems. SWOT analysis included strength, weakness, opportunity and threat. It is important to identify problem and can be improved by doing innovation on the product in the next implementation to solve the problem.

## 2.0 COMPANY INFORMATION

### 2.1 BACKGROUND COMPANY

The company chosen for the case study analysis is Travelpro Products, inc. Robert Plath is the one who founded Travelpro. He firstly invented “The Original Rollaboard” for his luggage in 1989. His new invention started when he realized that he need to lugging his suitcase on every trip. He think about solution and seem there none of it has been created so he started to create a two wheeled suitcase pulled upright by an extendable handle. His invention has ease the life of the passengers and flight crew that travel. Soon, the Travelpro Rollaboard become famous and be every traveller companion. Over 425,000 airline staff worldwide utilise the baggage items, which are supplied in the United States, Eastern and Western Europe, the Middle East, Asia, Australia, and New Zealand. Today, Travelpro makes a variety of baggage sets under the label names Platinum, Crew, FlightPro, WalkAbout, Hydrogen, and FlightCrew. Today, travelpro is the luggage brand of choice for crews from more than ninety airlines and countless travellers around the world.

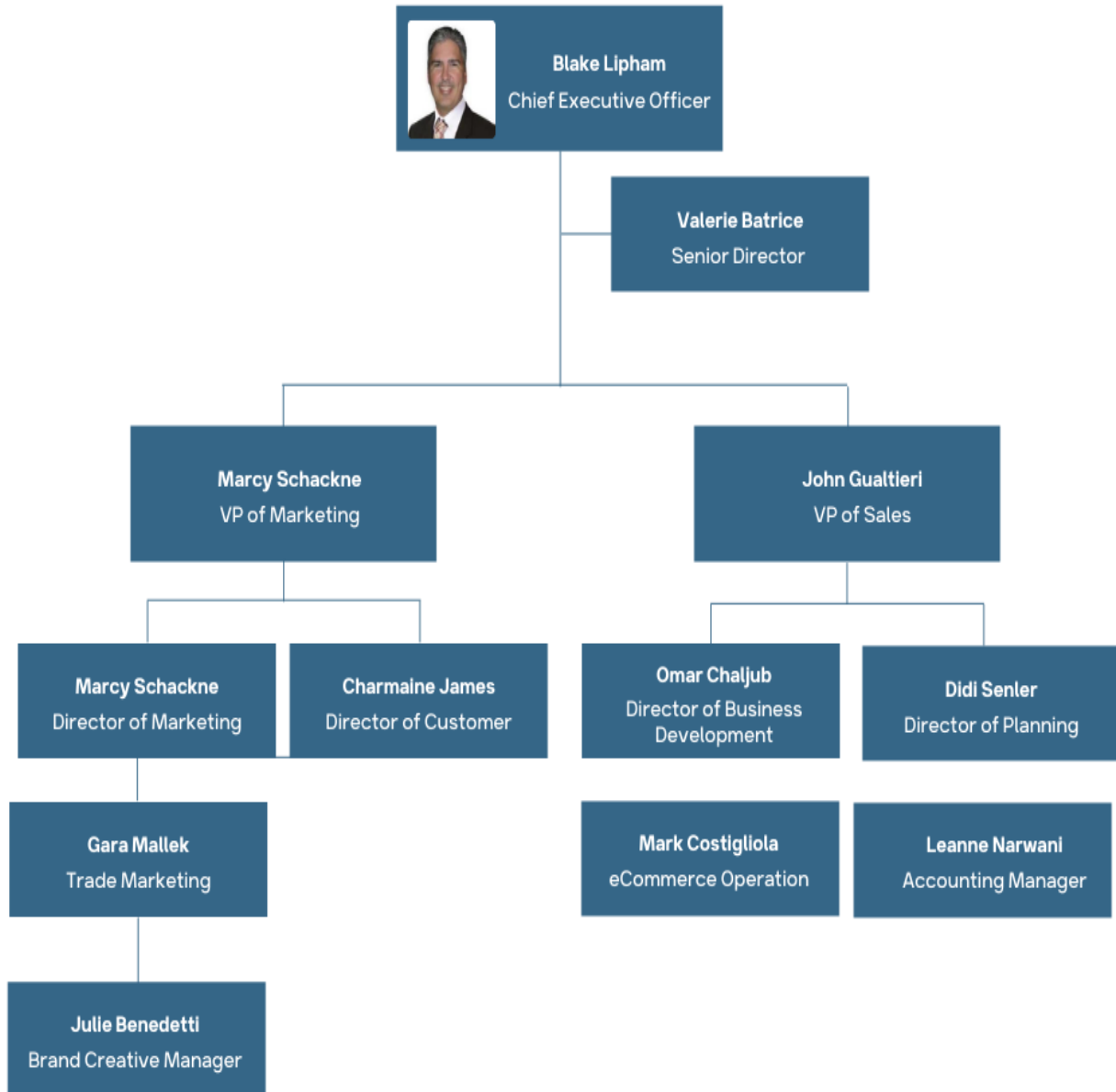


*Figure 1: Robert Plath*



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

**Table 1** : Travelpro Product, inc. information




## 2.2 ORGANIZATIONAL STRUCTURE



## 2.3 PRODUCT/SERVICE

BIL	PRODUCT	DESCRIPTION
1	<p data-bbox="288 416 692 488">Crew™ Executive Choice™ 2 Checkpoint Friendly Backpack</p> 	<p data-bbox="831 439 1388 909">The real executive laptop bag that breezes past security checks. The Crew™ Executive Choice™ 2 Checkpoint Friendly Backpack is ideal for frequent travellers and executives on the go, with built-in organisation, separate laptop and tablet compartments, an external USB port, and Travelpro® ID TheftBlock™ security.</p>
2	<p data-bbox="288 1189 715 1261">Travelpro® Platinum® Elite 21” Expandable Carry-On Spinner</p> 	<p data-bbox="831 1211 1388 2007">The Platinum® Elite 21” Expandable Carry-On Spinner with USB has a tip-resistant expansion that adds up to 2” additional packing capacity, a luxury tie-down system, integrated accessory compartments, and a removable quart-size wet pocket that is TSA compliant and ideal for toiletries. Furthermore, the drop-in, fold-out suiter is particularly designed to accommodate hanging garments while preventing wrinkling. A built-in USB connector allows you to charge on the fly, and a designated power bank pocket for your backup battery complies with FAA requirements.</p>



<p><b>3</b></p>	<p>Maxlite® 5 Carry-On / 25" Hardside Spinner Luggage set</p> 	<p>This lightweight, ultra-durable Maxlite®5 hardside spinner combination comprises a 21" spinner suited to fit in the overhead compartment on most U.S. airlines and a 25" spinner engineered to endure the rigours of check-in luggage. All of these tough spinners include a flexible polycarbonate shell that protects contents while resisting breaking or splitting, a textured surface to help eliminate visible scratching or scuff marks, and moulded corner guards that act as built-in bumpers on high-wear spots.</p>
<p><b>4</b></p>	<p>Crew™ VersaPack™ Deluxe Tote</p> 	<p>This robust do-it-all has adequate inside room in a compact size and boasts an outer side pocket suitable for an umbrella or water bottle, making it ideal for an overnight trip or as a companion to your other luggage. A key leash and organising slots for all your needs are included in a quick-access front pocket.</p>
<p><b>5</b></p>	<p>Maxlite® 5 Laptop Backpack</p> 	<p>Padded laptop and tablet sleeves, built-in pockets for power cables, power banks, and other requirements, a Travelpro® QuickSlip™ pocket with magnetic closure—ideal for storing a cell phone or keys—and side pockets for a water bottle, umbrella, and other necessities make organisation a breeze.</p>

## **2.4 BUSINESS, MARKETING, OPERATIONAL STRATEGY**

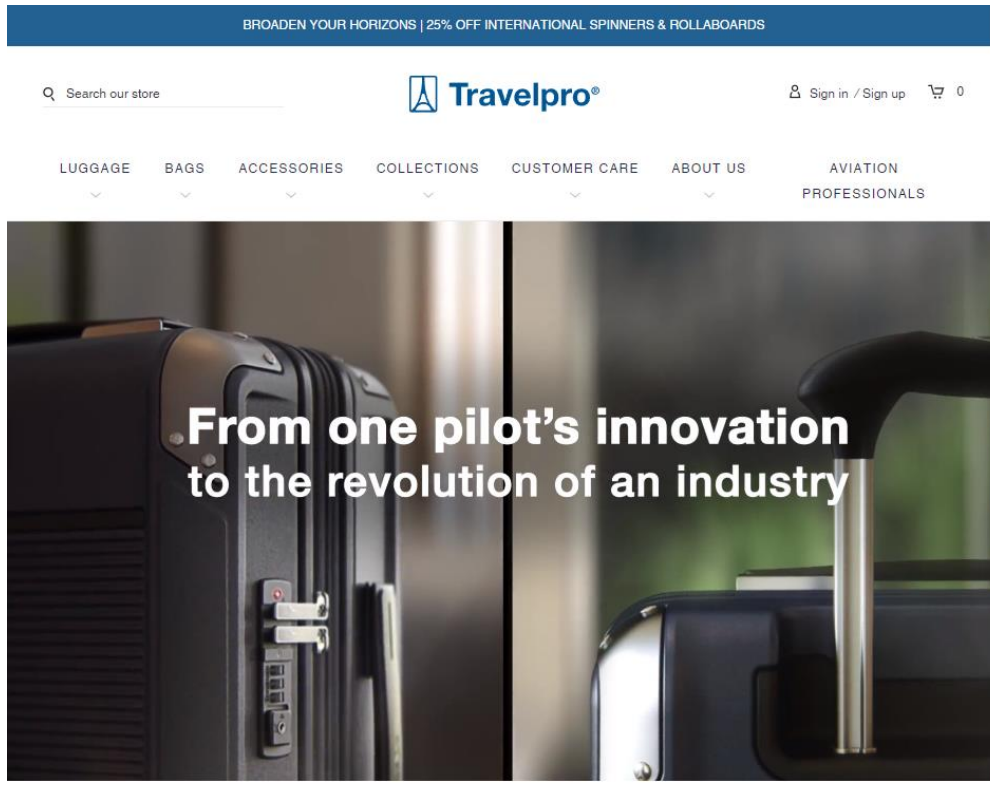
### **2.4.1 BUSINESS STRATEGY**

A business strategy provides a plan of action to fulfil an organization's vision and established objectives, as well as directs decision-making processes to enhance the company's financial stability in a competitive market. In other words, a high-level plan that helps a business achieve its goals. A business plan allows diverse divisions to communicate, ensuring that departmental actions complement the company's overarching strategy. Travelpro's company innovates their product or existing product to achieve the company goals. The company emphasizes their product quality and craftsmanship and believe that they go above and beyond the industry standards. Travelpro always evolves with the demand from travellers and also predicts the needs of every user. By making various types of product under Travelpro, the company gains many customers from different interests and needs as examples: luggage, backpacks and laptop bags. Evolving the product design by every product also can help the company to achieve their goals or customer. By applying all the principles of durability, mobility, practical innovation, intelligent design and built-in conveniences, Travelpro created products that give a pleasure by user either by air, land and sea.

### **2.4.2 MARKETING STRATEGY**

A marketing strategy is a company's overall game plan for reaching out to prospective customers and converting them into clients of their products or services. A marketing plan includes the value proposition of the organisation, important brand message, statistics on target consumer demographics, and other high-level aspects. Travelpro company uses many ways to market their product all over the world to their customer. Travelpro uses a website as their main place of marketing strategy since website is online and many people can surf in their website everywhere there are. Online marketing is the best way in business because people don't need much action to buy or order things online. Using a website gives higher percentage of return on investment to the company because there only display the company product than using e-commerce platform such as Shopee and Lazada because there are many challengers that have same product with different brand. In addition, website also gives a premium value to the company because it has its own e-commerce platform. Travelpro also has several outlets in

United State for offline sale. By using outlet, Travelpro will have a target range and standard of customer in their outlet.



**Figure 2 :** Travelpro website



**Figure 3 :** Travelpro outlet

### 2.4.3 OPERATIONAL STRATEGY

The ways that businesses utilise to achieve their goals are referred to as operational strategies. The Travelpro firm, on the other hand, has established a lifetime limited worry-free warranty. This limited warranty covers faults in materials and workmanship that have a detrimental influence on the product's functional performance, such as the wheels, zippers, extension handles, and carrying handles. So, this way will prevent customer from getting bad quality of luggage or bag. Customer also will have a trust to the company since the company can provide warranty and can replace the broken goods.

As a result, the Travelpro organisation also guarantees a worry-free improvement. Covering the costs of sending a product to one of our repair facilities for warranty repair or replacement. Finally, this bag manufacturer offers a 100-day trial period. Customers may return Travelpro baggage for a full refund within 100 days if it fails to fulfil their expectations for any reason.

### Travelpro® x Travel + Leisure® Warranty

The graphic features a circular seal on the top left that reads 'WARRANTY BUILT FOR A LIFETIME WARRANTY'. To the right is the 'Travelpro TRAVEL + LEISURE' logo with 'WHEELED LUGGAGE' written below it. The main text is organized into sections with checkmarks:

- LIMITED LIFETIME WARRANTY COVERAGE**  
Duration\* covers defects in materials and workmanship for:
  - WHEELS, ZIPPERS, EXTENSION AND CARRYING HANDLES ✓
  - REPAIR OR REPLACE AT TRAVELPRO'S DISCRETION ✓
- NEW TRUSTED COMPANION PROMISE\*\***  
< A WORRY-FREE ENHANCEMENT >\*\*\*
  - WHEELED LUGGAGE: VALID FOR FIRST (5) YEARS OF LIMITED WARRANTY COVERAGE ✓
  - COVERING SHIPPING COST - IF PRODUCT NEEDS TO BE SHIPPED TO ONE OF TRAVELPRO'S REPAIR FACILITIES ✓
  - COVERS THE COST OF REPAIR FOR DAMAGE CAUSED BY AN AIRLINE OR OTHER COMMON CARRIER ✓

At the bottom right, there is an image of a grey wheeled suitcase. Small text at the bottom left provides details: '\*For the period the product is owned by the original purchaser or gift recipient', '\*\*New Trusted Companion Promise activates upon product registration', and '\*\*\*Additional coverage. If registered within 120 days of purchase or gift receipt'.

Figure 4 : warranty of Travelpro wheeled luggage

### 3.0 COMPANY ANALYSIS

#### 3.1 SWOT

<b>Strength</b> <ul style="list-style-type: none"><li>- Strong and big brand company</li><li>- Comes with many type of product that suit for travel</li><li>- Made four wheel product that help the end user and comfort.</li></ul>	<b>Weakness</b> <ul style="list-style-type: none"><li>- Too much space used make the bags look too big.</li><li>- Design product not attractive.</li><li>- Easily damaged the wheel when put on the road or bad surfaces.</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>- Make more advertising to attract and get attention from customer.</li><li>- Make more store and shop that supply the company product.</li><li>- Laptop bag can be improved by using new material.</li></ul>	<b>Threat</b> <ul style="list-style-type: none"><li>- Many company that deliver same product such as luggage, laptop bags.</li><li>- Many big company with bigges brand name and well known globally.</li><li>- Design preferences from customer always changed following the trend.</li></ul>

### **3.2 STRENGTH**

The first strength of Travelpro's company is the The company has been firmly established since 1987. This company distributes international level products with very good quality and recognized by the ship's crew and also tourists who love to travel who have used products from this travelpro company.

Next, Travelpro company already have more than one main product at nowadays since its evolving by year and still improving the company brand and product for future. The company built many product especially for traveller to ease their life and give comfort for customer. Travelpro made luggage, backpacks, laptop bags, women bags and much more. This way will increase the company range of customer. Travelpro also built their product such as luggage with four wheel. The ownder has innovated the existing luggage to a new look and give more benefits to the users and enhanced the travel experience. The product used by many people such as flight crews and also travellers around the world.

### **3.3 WEAKNESS**

Although the Travelpro company has its strength, it also must come with weakness since all things has it pro and cons. First weakness of Travelpro company is their laptop bags has too much space as they made the product to allow user to put two gadget in a bag at one time such as laptop and tablet. As a laptop user, usually many people will have fan cooler for who work outdoor and also doing work at many place. They also need to put their fan cooler in that bags. So it will used more space and also added with their tablet. As a result, The bag will become uncomfortable and look bad for the person who carrying it.

Secondly, the luggage wheel will easily get damaged if bring it into a bad surface or at the road. People utilised luggage because the wheels made it simpler to transport their stuff and allow them to simply drag the luggage down the route. However, not all of the roads that the user travels on are level. They also go along the rocky and paved roads. The wheels will be readily destroyed as a result of this.

Lastly, the design of some product not attractive as a weakness of Travelpro company. A design is a blueprint or specification for the creation of an object for use. As a result, the majority of individuals have preconceived notions about what type of luggage design they

prefer, such as luxury and stylish luggage. This suitcase design, on the other hand, does not appear to be very dynamic because the design appears to be plain.

### **3.4 OPPORTUNITIES**

Nowadays, many company has it strategy to promote their product globally. Travelpro also can increase the exposure of their product and reached to many people so they will get more engagement. They can user existing platform to promote their product such as ‘Google ads’ and also ‘Facebook ads’. This two platform has the biggest reach since it is a big company that people used to connect with others and also to find information.

Next, Travelpro can increase their store for offline marketing and sales. Store help company to gain public view and also give brand awareness. Travelpro can place their store at more country to increase awareness of their brand and to let people know that the company supplying many traveller products.

After that, Travelpro company can improve their product by adding new material for more comfortable for the user to use the product. Cooling gel can be added into laptop bags to maintain the laptop temperature after being overheat when its run.

### **3.5 THREAT**

Travelpro also has its threat or challenges. Firstly, there are so many company that delivered same product such as luggage and backpacks outside and in global level. It will make this travelpro company a lot of competition and will make it difficult for product awareness to reach consumers. This is because Travelpro produces many types of products and the quality will definitely be less than a company that focuses on only one product. Next, there are many company that also well-known globally that bring “travel” equipment for the travellers. The loyal user that been user other brand will not easily trust other brand as they already feel comfort of some brand.

Lastly, Travelpro will have challenges when it come to customer preference. It is because customer preference always changes due to trend. So the company need to evolve by their product design and alert to the trend to keep update with customer needs and wants.

## **4.0 FINDINGS & DISCUSSION**

### **4.1 FINDINGS**

Travelpro is a big company that make travel luggage, backpacks and also other bags. This company guarantee for their product quality as they provide a life-time warranty for their product.

#### **4.1.1 Problem 1 : Laptop bags that use non heat resistance materials..**

As we know, bags is the things that people always use to carry many item at one time and for move from one place to another place. Travelpro is the company that supply bags and also travel accessories for their customer. Travelpro is a big company and also have a good quality in their production but the material that they use to produce laptop bags are still using nylon fabric. Nylon is a polymer, which means it's a material made up of small, endlessly repeating sections of atoms, similar to how a heavy metal chain is made up of ever-repeating links (Chris Woodford, 2021). Although nylon fabric material is good because it is water-resistant and not worry to go somewhere on a rainy day, However, it is less resistant to the light and changes colour fast. In addition, people that always use laptop in their daily life must have overheat temperature on their laptop and sometimes they are in rush and they put they laptop into bags in that overheat condition. This can effect to the bags condition and will damage the bag in a period of time.

#### **4.1.2 Problem 2 : Laptop bag that shares one zip to hold all items**

Laptop bags are basic bags with a section for a laptop computer. The bags themselves are usually water-resistant or waterproof, and the sections are cushioned for shock protection. That's pretty much the extent of the resemblances. Aside from that, there are other bag styles and features to pick from. Sometimes, a person put all their accessories in the laptop bags such as headphone, mouse, usb, external hard drive, supplies, and, sometimes, a document storage area. When it comes to put all the accessories into one compartment. The person will have hard time to find a small thing like USB and earphone. It will waste the user time.



## 4.2 DISCUSSION

### 4.2.1 Suggested solution for Problem 1 : Add cooling gel in laptop bag material.

To overcome the issue of overheat laptop and laptop bags material use is not light and heat resistance. The Travelpro company can add new material into their production to improve the quality of the laptop bags. The material mentioned is cooling gel. Cooling gel function is to absorb heat and improve the airflow. By adding cooling gel into the production of laptop bags, it can give benefits to the user that carry the bag and also for the laptop itself. It is because people need to carry bags on their shoulder for longtime and usually people will sweat on the shoulder because it is pressed by the strap of the bag for a long time. by using cooling gel, it will reduce the heat applied to a person's shoulders. Next a hot laptop stored in a bag will cause the bag to be in poor condition and the health of the laptop as well. Therefore the cooling gel is very useful for stabilizing the temperature of the laptop when the laptop is leaning against the body of the bag.

**Advantage :** Cooling gel stabilize temperature and improving air flow

**Disadvantage :** The cooling gel will be damaged if always on a rough surface.

### 4.2.2 Suggested solution for Problem 2 : Add more compartment for specific accessories.

The bag that contains and protects your phone and/or laptop is one of the most critical elements of your travel gear, second only to your phone and/or laptop. A robust bag that cushions its contents may be the only thing that keeps your digital gear from devolving into a worthless jumble of plastic, metal, and glass. Beyond laptop compartment and the storage space these bags typically have a separate accessories compartment for phones, laptop gear, office gear and the laptop accessories. To solve the problem when user put all the thing into one zip is to make many compartment or pocket for specific compartment like USB, charger, mouse and other things. By adding more compartment, it will help the user to complete their task faster.

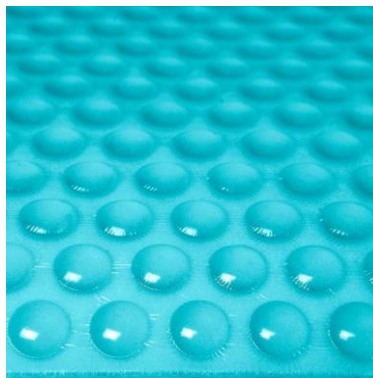
**Advantage :** User easily find the accessories and complete task.

**Disadvantage :** Too much compartment will slow usr to keep all the things.

## 5.0 RECOMMENDATION AND IMPROVEMENT

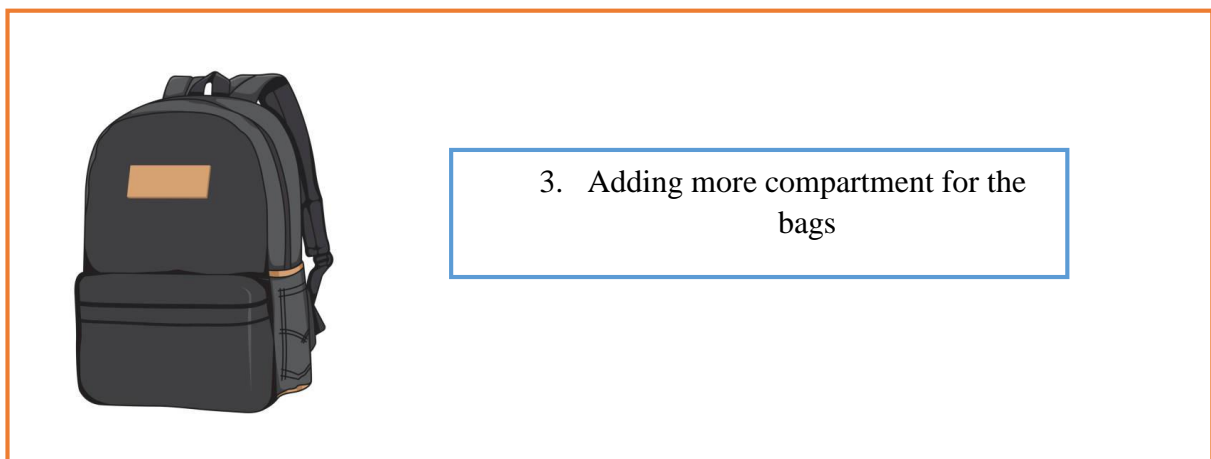
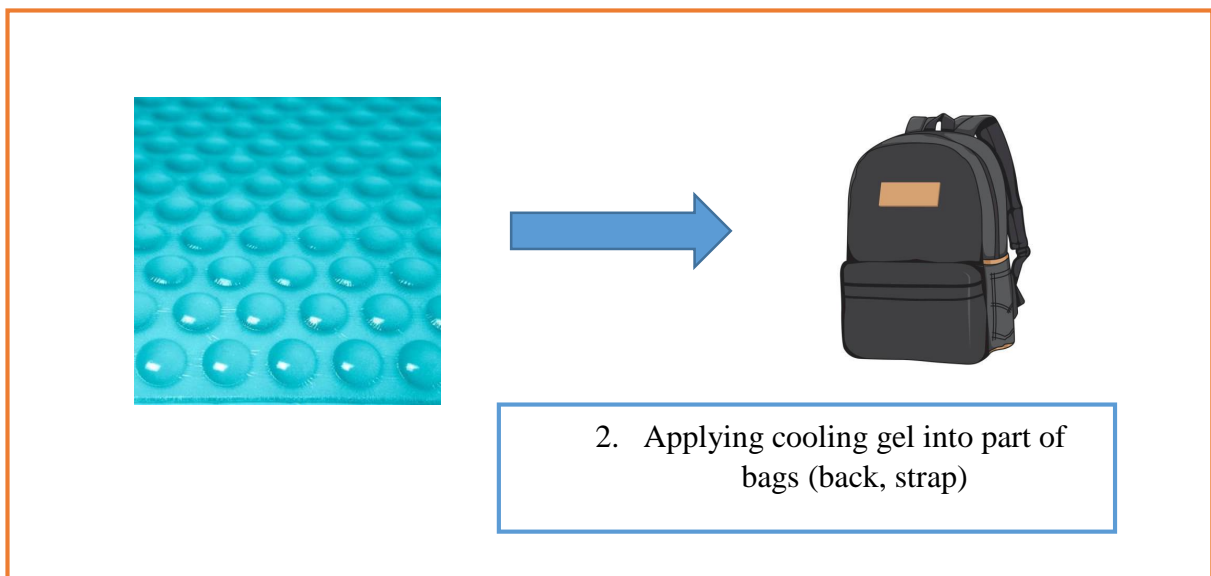
Base on the SWOT analysis done, product from company Travelpro which is laptop bags have its advantage and also disadvantage. The problem from the product is not heat and light resistance. So, travelpro company need to improve their production of laptop bags by adding cooling gel into their material list. If they can if they can consider this innovation, they will produce a very high quality product and can distance themselves from other companies in terms of quality.

The solution given to the company is to help the company to reach the innovation goals for laptop bags. I would like to propose a new name for the innovated laptop bags as **Travelpro coolgel laptop bags**. Main objective from this innovation is to help the end user gain the best experience and feel when using this laptop bag. It also help to longer the bag health and usage. Firstly, they add the cooling gel into some part of the bags especially on the back which will be in contact with the user's body as well as the laptop. This will provide comfort to the user if the hot laptop is placed in a bag and can also cool the temperature of the laptop quickly. Next, the cooling gel can also be placed on the backing of the bag. This is to prevent the user from receiving heat on the shoulders in hot weather and sweating. Next, adding more compartment for the laptop bag to improve on how user put their accessories into the bags. This look a small matter but in reality, user always find hard time to find a small things in their bag when there are too many things in one pocket. Travelpro can identify the common things that a must for a laptop user and they can find on the size that suit to put the accessories. After that, they can start to add the new compartment to the laptop bags and can also increase their design quality at the same time. For the first customer, they also can attracted to the new design and also for the features that ease the user.



**Figure 4 :** Cooling gel

## 5.1 Method producing coolgel laptop bags



## **6.0 CONCLUSION**

As a conclusion from this case study, the use of nylon fabric is not a best way to represent a laptop bags and still need improvement. By suggesting the cooling gel method hope that the end product of the Travelpro's company will become better in future development. In addition, cooling gel is a technology that not an energy consumption technology and it is consider good to invest into new face and product. It also will save cost for the company as it return benefits to the user and it is believed that the company can increase their sale and also will be better than other competitors outside with same industries.

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