



ENT 600 TECHNOLOGY ENTREPRENEURSHIP

TECHNOLOGY BLUEPRINT: LUGSHELF LUGGAGE



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SUBMISSION DATE : 29th JUNE 2020

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1.0 EXECUTIVE SUMMARY

Travel is an important aspect where travelers cannot simply ignore the roles of luggage. Before start packing, it is necessary to think of the right luggage needed to store all the traveler's needs. Our company produces LugShelf Luggage which contains the latest creative innovation in terms of technology system and multifunctional. It is very convenient to use for all user especially travelers and businessman who are going for a short trips or holidays. This LugShelf Luggage is a multifunctional product since it consists of pull-up shelf which can help the travelers to pack their cloths neatly during holidays without needed to unpack back once arrived. Next, this luggage will act as an anti-theft since it connects with global positioning system (GPS) in the mobile phone to locate the luggage. This luggage also consists of fingerprint system which allows only the travelers to open the luggage. LugShelf Luggage also has a built-in powerbank to help travelers charge their smart phones or others during travelling. The uniqueness of this LugShelf Luggage is it was built with hard material such as polycarbonate which also waterproof. This LugShelf Luggage has its own advantages and uniqueness that was not found in today's common luggage, thus providing a competitive advantage over more established competitors. LugShelf Luggage is a new creation that will change the lifestyles into more organized and safer in order to help travelling becomes more fun. In addition, LugShelf is focused in safety and security to the users.