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“Pop-Up Luggage”

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1.0 Executive Summary

Across Malaysia, there is a lot of competition in luggage production as the number of leisure travelers rise over the year. Pop-Up Luggage is one of the innovations made on existing luggage by transform the suitcase into three composite shelves in less than a minute. This will ease the user to pick their belongings during travel without need to arrange back in the closet. In addition, the product is using multi-technologies which consists of 2 port of Universal Serial Bus (USB) charger, Global Positioning System (GPS) location tracker, and Transportation Security Administration (TSA) approves lock that are convenient to be used and provides a high degree of satisfaction to the user. The target market is focusing only among youth age and traveller around Seremban area as they are looking for suitcase that ease to grab all of their belongings without make it messy.

Pop-Up Luggage has different function from others since it is more attractive and provide with great technologies that help to overcome the problem faced by the users. Most of the existence luggage are not provide with technologies compared to this product. There is a variety of marketing used in promoting the product to achieve the company target. With this opportunity, channel through online and offline are used in selling this product. Therefore, this product has an advantage in competing with other companies in the market. The price is also reasonable because the use of materials in the manufacture of the product are high in quality and thus allows for high profitability. Hence, the sales of the product expected to increase in the first three years as demand increases. The management team that helps to run the business smoothly consist of several divisions and is led by a general manager to achieve the company's vision, mission and objectives.

2.0 Product or Service Description

Product specifications

The outer shell of the product is made from polycarbonate which is a thermoplastic polymer that contains carbon. The material used in the manufacture of this product make the luggage durable since it has high degree of hardness, scratch resistant, and prevents crack along the trip. Polycarbonate is one of the strongest materials that easily turn the suitcase to original shape when bend upon impact. This product come out with medium sizes and large size with dimensions of 24”H x 16”L x 12.5”W and 28”H x 18”L x 14”W respectively. The curve shapes of the suitcase will protect the goods during airport luggage handling procedures.

The main function of this product is, it will turn the suitcase into shelves in less than one minutes. The shelf consists of three layer and each of the layer contains a strong thick PE board that supports weight and prevents luggage from sagging. All of the closet will stay organized and ease the user to find their clothing without unpacking once they arrived at the destination. This method will ease the user during their journey and provide better solution for the person who always facing packing problem. To support the shelves, it will attach directly to the retractable trolley handle and can extend up to 42 inches when opened. The lock handle of the shelves for both sides is made of anti-rust material. This handle allows the user to tight spaces and provide effortless movement. The wheels will then automatically lock and this will prevent the luggage from moving.

Application of the product

The application of the product which is high in quality will solve the consumer problems as they can easily turn the suitcase into closet without taking a longer time to find their belongings. Besides, the material used is durable and suitable for everyone to use. The primary end user needs are different. They are looking at pricing, availability, durability, and quality of the product before buying. Therefore, this product was introduced to satisfy their need.

Unique features and significant value

The novelty of this product is user friendly and convenient to be used as it will pop out into shelf pack in a short time. This allow the users to quick access to their essentials by open the luggage. The users do not have to worry anymore because all of the stuff will remain organized and this will ease the process of lifting. This luggage come out with two sizes which consists of medium size (24”H x 16”L x 12.5”W) and large size (28”H x 18”L x 14”W).