



ENT 600 TECHNOLOGY ENTREPRENEURSHIP

BLUEPRINT

SMART LUGGAGE



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2.0 EXECUTIVE SUMMARY

Nowadays, people want the best luggage for travel that is strong enough to make it through baggage handlers and good looking enough to be pulled around. Durability, function and size are the specifics that they will consider before buying the luggage. The biggest difference between types of luggage is the material it is made of. The material can affect the durability, appearance and cost of the product. Hence, deciding which factors are most important to cater the needs of the customers.

Smart luggage is the product made particularly by Aish company and it is a new invention that provides best services especially to travelers. Basically, this product has been evaluated through many aspects and there were several improvements that have been done to make this product look not complicated and effective. Some innovations done by the company include adding a retractable shelving system, GPS tracker and USB charging ports to ease the user during travelling. The main objective is to provide a product that can reduce the unpacking time, track the luggage and charge electronics devices that help the user enjoy more of their time to relax during travel.

Even though the product is slightly similar with the existing product, but the company has used advanced innovation in technologies in the product. The technology used to produce this quality product is applied from a combination of technologies that are available in the market today. In detail, the outer shell of the product is mainly made from polycarbonate to make the product more durable. The target market for this product is especially suitable for travelers. This product can be concluded as quiet, safe and reliable, convenient and simple to use. Therefore, this product will give a beneficial impact to the customers.