



# COMPANY ANALYSIS

## SAMSONITE INTERNATIONAL S.A.

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

**FACULTY & PROGRAMME : FACULTY COMPUTER AND MATHEMATICAL  
SCIENCES (FSKM)**

**SEMESTER : 5**

**PROJECT TITLE : BASE BOOST SPINNER LUGGAGE**

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## **EXECUTIVE SUMMARY**

The original purpose of this case study was commissioned to identify how the company managed to design, manufactures and markets their products. I had made a research based on the company that I had chosen and identified their company background. In this case study, I had chosen to investigate more details on is SAMSONITE INTERNATIONAL S.A. The reason why I choose SAMSONITE INTERNATIONAL S.A. because this company is one of the famous brand of luggage. So in this case study, I start with the introduction of case study that are consist of the background of the study, problem statement and purpose of the study. Then followed by the company information, company analysis and then will be followed by the finding and discussion that will be the highlight of this case study. That section will explained more about problem that the company faced. Last section is recommendation and improvement can be made to overcome the company major problem. In conclusion I hope that this report will give a complete idea of what I had worked for this report.

## 2.3 Product/Services

The product that have been chosen from Samsonite International S.A's company is Samsonite Base Boost Spinner Luggage. This luggage is made from a featherweight polyester material so Samsonite's Base Boost collection is an ideal choice for business and leisure frequent flyers that like to travel light. This luggage come up with simple yet stylish in design and all suitcases within the soft-shell luggage range feature expandable sizing for added flexibility. This minimalistic suitcase features an address tag, TSA-approved cable lock as well as a large, lockable front pocket which is perfect for safely storing small personal belongings such as your passport and wallet. Meanwhile, the multidirectional wheels ensure maximized manoeuvrability. Base Boost Spinner Luggage is shown in Figure 2.



*Figure 2: Base Boost Spinner Luggage*