



FACULTY OF APPLIED SCIENCE

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

COMPANY ANALYSIS: CASE STUDY

BRIGGS & RILEY

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EXECUTIVE SUMMARY

Being an entrepreneur is having the opportunity to take an idea and inspire other people around me to contribute to that idea, make it better and put it into action. When it comes down to it, success is sweeter when you were the one to take the risks. This assignment allow me to identify and learn how this Briggs & Riley Company go through their business such as marketing strategy, organizational structure, the quality of products and their customer service. All of this are carry-weight and they did their best to ensure they always satisfied the customer. The most popular product from this company is the Sympatico-Hardside CX Expandable Carry-On Luggage which is the best-selling.

To travel a good luggage will guarantee a smooth journey. A luggage that ease our journey is the most we wanted. A luggage that have multipurpose is the best as it can prevent us from carry a lot of heavy stuffs. Sympatico-Hardside CX Expandable Carry-On Luggage has a lot of advantages. It is made of resistant, lightweight and elastic 100% virgin makrolon polycarbonate material which is very durable and last-longer, it also built-in TSA lock and 4 double premium rubber wheels. Last but not least, it is expandable up to 2.5" for an 25% of extra packing space. However, this advantages also available in other company. So, to introduce a better luggage that satisfy and attract all level of people, some improvement should be done. The luggage should have colour variation so that customer can choose. Currently, hard side luggage only come with pale and dark colour such as onyx and navy. Next, there are no compartment or outer pocket available in most luggage. It is hard if we want to access stuffs in a jiff since it open like a clamshell. Moreover, the luggage are not multifunction that can be transform as a kid carrier. It has the only one purpose which is to store belongings. This is hard for parent with kid that have to carry luggage, extra bags, and their kid at the same time. To conclude, we should create a better and sophisticated luggage that may satisfy all customers especially the parents.

8.2 Products



Torq-Hardside Checked Medium Spinner Luggage

- 11.5 x 18.5 x 27 inches (also 26" and 29" available)
- With a 80/20 top-lid opening for an easy packing like a traditional suitcase
- Features a built-in garment carrier to keep clothing flat and minimize wrinkling
- With an aluminum telescoping handle with 3 stop heights and an ergonomic handle grip



Rhapsody-Softside Tall Carry-On Spinner Luggage

- 9.06 x 13.98 x 22.05 inches
- Made with lightweight micro weave nylon fabric, soft but resistant against wear, moisture, dirt and abrasion
- Features compression garment panels inside fixed with a buckle to save more space
- Many pockets, including a slip pocket on the front for an up to 15" laptop