



اَوْنِوَرَسِيْتِي تِي كُونُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**Samsonite**

### **SAMSONITE LUGGAGE**

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

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<b>STUDENT</b>	<b>: Nurrafidah Binti Razak</b>
<b>ID NUMBER</b>	<b>: 2019653996</b>
<b>LECTURER</b>	<b>: Dr. Nursyamilah</b>

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## **EXECUTIVE SUMMARY**

As a student in University Teknologi Mara Arau, Perlis, it is a compulsory to do a case study for Technology Entrepreneurship, ENT 600. I got the chance to study a company and develop a product from the company. I also got the chance to identify the problems faced by the company's product and give a few of solutions to overcome it. I decided to study about a luggage company as I always consider myself as travel enthusiastic. The luggage company I decided to do research about is Samsonite Luggage Company. Samsonite is an American company that is known for their luggage. The company were founded in 1910 and now the company have sold their luggage worldwide such as North America, Asia, Europe and Latin America.

In this study, I have used the SWOT Analysis to analyse the strengths, weakness, opportunities and threat of the product. Other than limited of colours offered, the product have quite a number of flaws and problems, however I have listed only 3 of the main problems. The first one is the materials used to produce the luggage are not high quality. Second, the luggage are lack of security and lastly, the luggage will consume a lot of space when they are not in used. These problems stated have their own solutions that I have proposed.

The solutions of these problems have been proposed. For each of the solutions, there is a disadvantage. However, compared to the disadvantage, the solutions given could win the consumers heart. Every problems have the best solution to make the luggage improve and satisfied the customer needs.

Lastly, the key problem of this luggage is the lack of security. People who travel far from home especially those who use airplane to travel will have this worrisome feelings about their luggage. Hence why, the security of the luggage need to be improve.

## 2.3 Product/Services



**Figure 2: Samsonite Luggage**

A luggage is also known as a suitcase. Luggage is actually the result of nearly 1000 years of innovation. The needs to change in order to fit in the trend of the current time, luggage has been something that is a must for everyone especially travellers. Luggage is something that reflect the things one value the most.

Samsonite luggage comes with a lot of compartments that were meant for specific things. Besides compartment, the luggage also have variety of sizes which one can choose depending on the size of family, the days of travelling and also the necessity or belongings to bring. Besides belongings, the luggage are also used to bring important documents where one do not want the documents to be crumple.

The luggage combines all the features that are on a back pack and briefcase to one bag that can be carry anywhere and anytime. One of the features in the luggage are small pockets and also luggage straps where it will hold your belongings from being clutter. The latest design of luggage even provide a secret pocket where you can keep all of your belongings that you do not want anyone else to have access of it. Luggage are also a representative of oneself whenever one is on travel. After all, everyone need a classy luggage to make them feel confident while using it.