

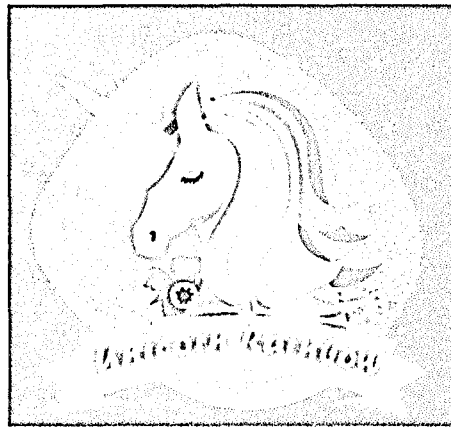


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UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA

**TECHNOLOGY ENTREPRENEURSHIP**

**(ENT 600)**



**PRODUCT PROTOTYPE:**

**ALL-IN-ONE LUGGAGE**

**FACULTY : FACULTY OF APPLIED SCIENCE**

**PROGRAM : AS246 – BACHELOR OF SCIENCE (HONS) FOOD SCIENCE AND  
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## CHAPTER 1

### 1.0 EXECUTIVE SUMMARY

Our team has produce 'All-In-One Luggage' that is developed to store clothes like the regular bag, but add with new innovations. The new innovations are GPS Tracker to track the bag, USB charger port to charge phone, built-in scale to weigh the luggage, and portable table to use it anywhere and everywhere. This blueprint will shows the development of our luggage idea to the final results of our product.

The concept our product is produced to provide safety and a user-friendly luggage to users. The GPS Tracker is adapted from GPS tracking system in cars, USB charger port from the regular power bank, built-in scale is adapted from the home weighing scale, and also additional portable table attached at the luggage handle.

Target market for 'All-In-One Traveler Luggage' is for travellers especially among high class people. Most of the travelers that will need this luggage is businessman who requires a lot of important documents and belongings to be keep in the luggage. There is no competitor for our product because our company is the one and only that produce this type of luggage. However, the normal travel bag can be considered as the nearest competitor to our 'All-In-One Traveler Luggage'.

The estimated cost for each product is RM 1870, so the estimated sales forecast based on the number of travelers buying (21%) from 5.63 million is RM 105,281,00000. Our estimated selling price per luggage is RM 2618, after has been total up with profit and over-head cost.

Our team has plan a good marketing strategy to introduce our product into the market. Our product concept itself is very unique so it could easily attract customers to our product and the production concept of our company is to maintain a high quality product, low production costs, high production efficiency and mass distribution (small volume which is limited edition). Other strategies concept being applied by our team is selling concept, pricing, service and warranty, advertising and also promotion.



## CHAPTER 2

### 2.0 PRODUCT DESCRIPTION

#### 2.1 INTRODUCTION

In this era, tourism is one of the world's largest industries and in fact it is the main source of economy for certain popular countries where the amount of tourist entering increases each year. However, the major problems for tourist is losing their luggage while traveling. Losing luggage sure is a very inconvenience and anxious experience for travelers as most of their valuable belongings are stored in the luggage. This can lead to stress for the travelers when they lose their luggage. According to SITA, and airline IT vendor behind the World Tracer System for baggage, it has been recorded that as much as 24.1 million bags or luggage had been lost and mishandled back in 2014, which means there were 7.3 bags lost per 1,000 passengers. The other minor problems for travelers are overestimated their things to be pack, which lead to over packing than the required weight, and also lack of charger port especially at the airports. So, follow up with these problems, the team would like to introduce the new innovation of technology for more user-friendly luggage, which is 'All-In-One Luggage'.

The 'All-In-One Luggage' has special features which are GPS Tracker, charger port, built-in scale, and also automatic portable desk. GPS Tracker is to track the luggage by access the bag's location through an application in the phone, two USB charging ports which can charge new phone up to 5 times if port is fully charged, built-in scale to measure the weight of the luggage, and also an automatic portable desk to be used anytime by the travelers for examples if they want to use laptop, eat and drink.



## **2.2 PURPOSE OF DEVELOPMENT**

The 'All-In-One Luggage' is created to reduce the amount of losing bags and luggage especially at the airport and hotels. This is because, the amount of losing bags increasing each year especially during peak season of holidays where the airport is crowded with people, so losing a bag and misplaced it can happen a lot during this time.

Other than, that our team intend to produce a very convenient and user friendly luggage which includes the safety features and other usefulness. Even with locks and passcode being developed in the nowadays luggage, the situation where the bag is lost because it has been stolen also happens because the passcode can be easily opened by the theft. This type of matter is one of the main reason of the innovation of this luggage so the travelers will not be worry anymore about losing their luggage.

Besides that, our team want to create a multi-using and convenient luggage where all of the unique features in our product are really useful to travelers. For example, by inserting USB ports to charge and portable table where the travelers can charge and use the table anywhere whenever they want. The built-in scale is very useful so that the travelers can weight their luggage easily especially at home.

## **2.3 PRODUCT CONCEPT**

Our product concept that we like to introduce which is 'All-In-One Luggage' is providing safety precautions feature to the users in order to reduce the number of bag losing each year either because of being stolen or the carelessness of the users themselves.

The 'All-In-One Luggage' is utilized with 4 new unique specialty which include safety feature and more user-friendly plus convenient specification than the regular luggage on the market. This product of GPS Tracker is adapted from the GPS Module of the mapping system often used in cars.

Other than that, this product has similar concept to power bank where this luggage's USB charger port can be charge and charge the phone anywhere. So, the users or travelers will not have to buy, bring, or worry of the possibility of not bringing their power bank as the luggage itself has its own USB charger port.

The concept of built-in scale is the same as the regular weighing scale for this product, it is located underneath the luggage to weigh it easily. Automatic portable table also built at the handle of this luggage so the users can use it anywhere and anytime.