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UNIVERSITI
TEKNOLOGI
MARA



Travelpro®

COMPANY ANALYSIS

Travelpro Products, Inc.

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY

PROJECT TITLE: WEIGHING SCALE LUGGAGE

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EXECUTIVE SUMMARY

This case study was given the task of selecting one firm to determine the strengths and weaknesses of a product, as well as to analyze their opportunities and threats. As a result, I picked the Travelpro firm to manufacture the luggage products. Luggage is an item that is inextricably linked to travel and vacations. When people usually seek the best when they travel, not just for holiday destinations but also for products. They used to carry their own items with them. I've picked one of the company's items for this case study that is Platinum® Elite International Expandable Carry-On Spinner which has great looks and ultra-durability with effortless mobility in an innovative bag packed with modern conveniences. This suitcase had a tremendous amount of strength, but it also had a few defects that might be corrected to make it more beneficial for the user. Generally, the first thing that caught the client's attention is the design of the product instead of the beneficial. However, many have no idea how much weight their belongings actually add to their luggage. People will stuff items into bags as long as there is room till the suitcase is full. People are aware, however, that each piece of luggage has a weight limit. As a result, giving luggage coupled with a weight scale can solve the situation. Finally, in order for a product to be efficient, it must be improved from time to time.

2.3. Products

TravelPro has a wide range of products that may be divided into three categories. There are more than five items in each type. Here are a few instances of various product.

Type of products	Name of product	Description
1. Luggage	 <p data-bbox="618 869 846 905">Carry on luggage</p>	<ul style="list-style-type: none"> - the drop-in, fold-out suiter is specifically designed to accommodate hanging clothes and prevent wrinkling - Built-in USB port - self-aligning spinner wheels guided by an adjustable PowerScope extension handle with patented Contour Grip
	 <p data-bbox="532 1356 932 1392">Expandable Carry-on Luggage</p>	<ul style="list-style-type: none"> - Additional coordinating Zip-In Organizers available for purchase separately - Built-in USB port - PrecisionGlide™ System delivers precise control and effortless roll on eight ultra-durable
2. Bags	 <p data-bbox="602 1755 862 1791">Women's Backpack</p>	<ul style="list-style-type: none"> - Travelpro® QuickSlip™ front pocket with magnetic closure - Unobtrusive rear strap fits around the extension handle of a Rollaboard