

Product Ideas (types of things to sell)

Backpacks with sleek, compact designs for young adults

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Versatile backpacks for daily use and travel

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Tech-friendly backpacks with laptop sleeves and charging ports

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Hurdles (things in the way)

Competition in the backpack market

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High manufacturing costs for quality materials

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Balancing style and functionality while keeping costs low

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Most Basic Features (Essentials)

Pricing/cost

Finding a balance between affordability and quality

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Sourcing loans or investors for initial production

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Calculating shipping and marketing costs

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Durable materials

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Lightweight construction

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Water-resistant features

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Ample storage and organization

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Social Media Engagement

Creating an Instagram/TikTok campaign

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Hosting giveaways or challenges for user-generated content

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Engaging with influencers and brand ambassadors

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Have influecnrcers like the football team wear them

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Shipping or Transportation

Partnering with eco-friendly shipping companies

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Ensuring timely delivery through reliable logistics providers

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Considering local vs. international shipping for cost-efficiency

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