Our product, “Escapade”, is a multipurpose backpack that caters to a variety of consumer markets. Made out of lightweight weather resistant material, its external features include a detachable hoodie, a compass, as well as a built in torchlight. The essential features include a charging dock, various USB ports to connect media devices, heating compartment, cooling compartment, first aid kit, built in Wi-Fi and speakers. It is a perfect option for travelers, school going, and even those in field-based and office jobs, thanks to its practical features. This quality product ensures safety and convenience in any sort of situation without the hassle of carrying separate items. According to the versatility our product offers along with the variety of features, we have priced it realistically, focusing to attract the middle and upper middle class of society. We guarantee to fulfill most of the carrying needs of the people with this single product.

Initial investment required for setting up retail outlets will be extremely high; hence we are going to need other sources of revenue. One will be through already established retail stores like “Chen- One”. They will keep our product for sale in their stores at a mutually agreed revenue sharing contract, e.g. 30% (retail store) – 70% (us), one through which we can cover our costs plus profit margin. We are also going to sell our product online through websites like “Kaymu” and “Daraaz.pk”. Through various sources of revenue we are making sure that our risk is minimized and growth potential maximized.

Primary resources involved in production are high quality nylon and polyester used to make the backpack. Solar panels power the torchlight, charging dock and heating compartment, made out of nichrome alloys. Unique insulation technology is used for our cooling compartment, using cooling gel. Furthermore we have two options for the backpack, with Wi-Fi and without Wi-Fi. The Wi-Fi service will be provided by a telecommunications company who will willingly invest in our product since they will earn revenues and their respective product will be advertised. Also we aim to raise funds by borrowing loans or cooperating with local firms’ suppliers.

Once we have found our niche in the market, we will diversify and deploy a line extension strategy. This will include a baby bag with a foldable changing table, and a camping backpack which will be able to convert into a sleeping bag. We will advertise our product on media which will in turn increase our sales. Later when we are established, we will extend promotions to attract more consumers. We will use the profits to launch our own retail outlets and later raise more capital by selling shares in order to expand to a national and later international level.

“Escapade” is a unique innovation in the market of backpacks. Weather resistant, and loaded with the most meaningful compartments, it’s an all-in-one backpack. Catering to the middle and upper middle class, it guarantees a one-time investment compared to other backpacks that have a short term life. It is a backpack that will attract not only office and school going masses, but also consumers with all kinds of travelling hobbies e.g. camping and road trips. It is priced according to the minimum cost we could support, but is justified by the various utilities it offers. “Escapade” is the new back partner!