



Gate 5

SafeCase

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Frustrations During Travel

From Eloise and Julia



Agenda

OPPORTUNITY

NEW PRODUCT CONCEPT

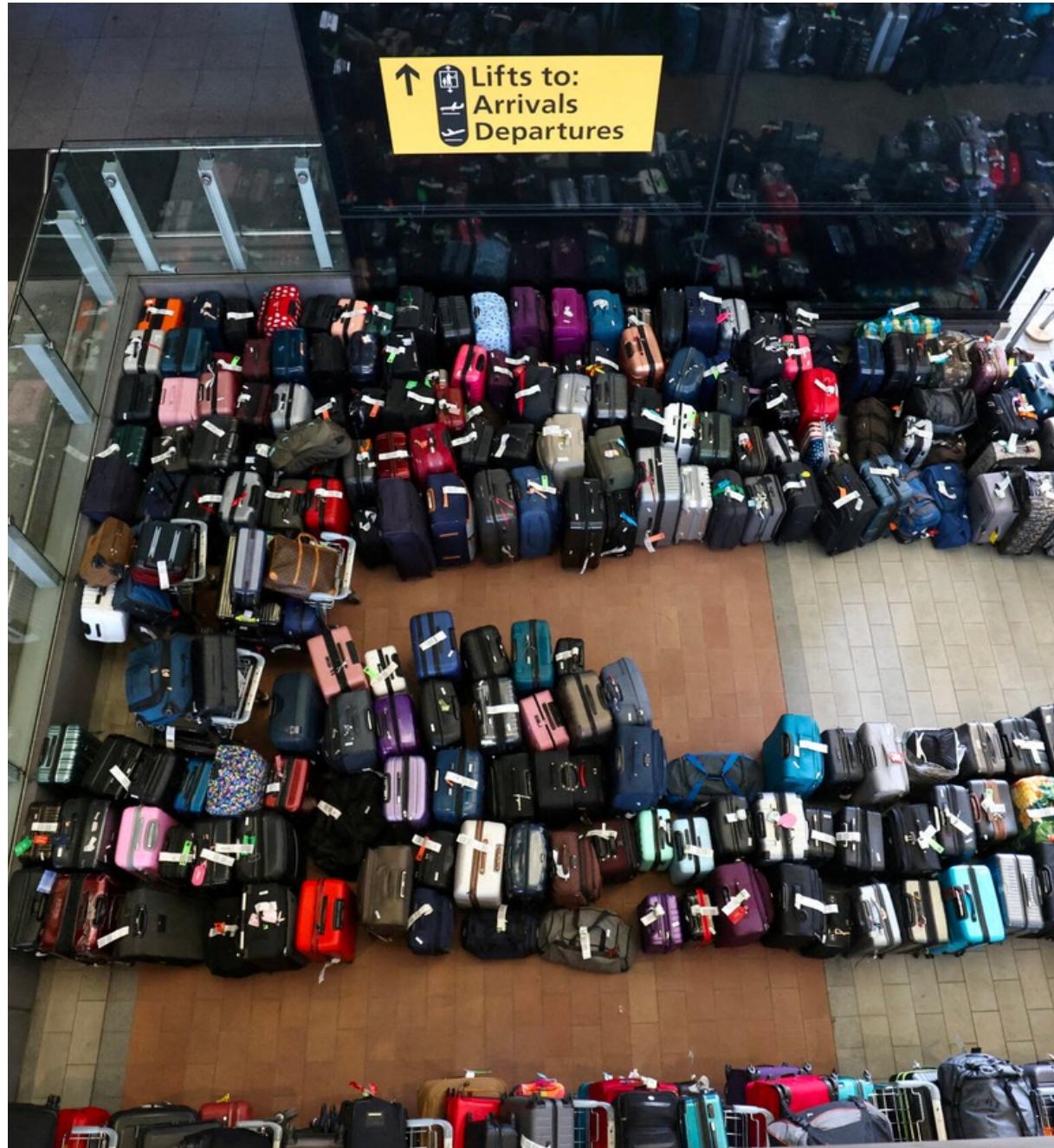
COMPETITIVE SOLUTIONS

CONSUMER VALIDATION OF CONCEPT

FINANCIAL ANALYSIS

LAUNCH PLAN

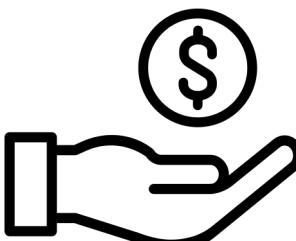
Opportunity



“There is a huge problem worldwide of luggage being lost, I hate worrying about whether or not my belongings are going to stay with me or get lost during travel.”

Opportunity Size and Growth of Market

- The business travel industry has a CAGR of 13.2% between 2021 to 2028.
- Revenue for travel market: \$175.40 billion by the end of 2022



Target Market: Globetrotters

- Age Range: 24-45 years old Globetrotter
- Segment Size: **229 million** business travelers
- A frequent business traveler that values their belongings
- Expresses a need for new technology innovations



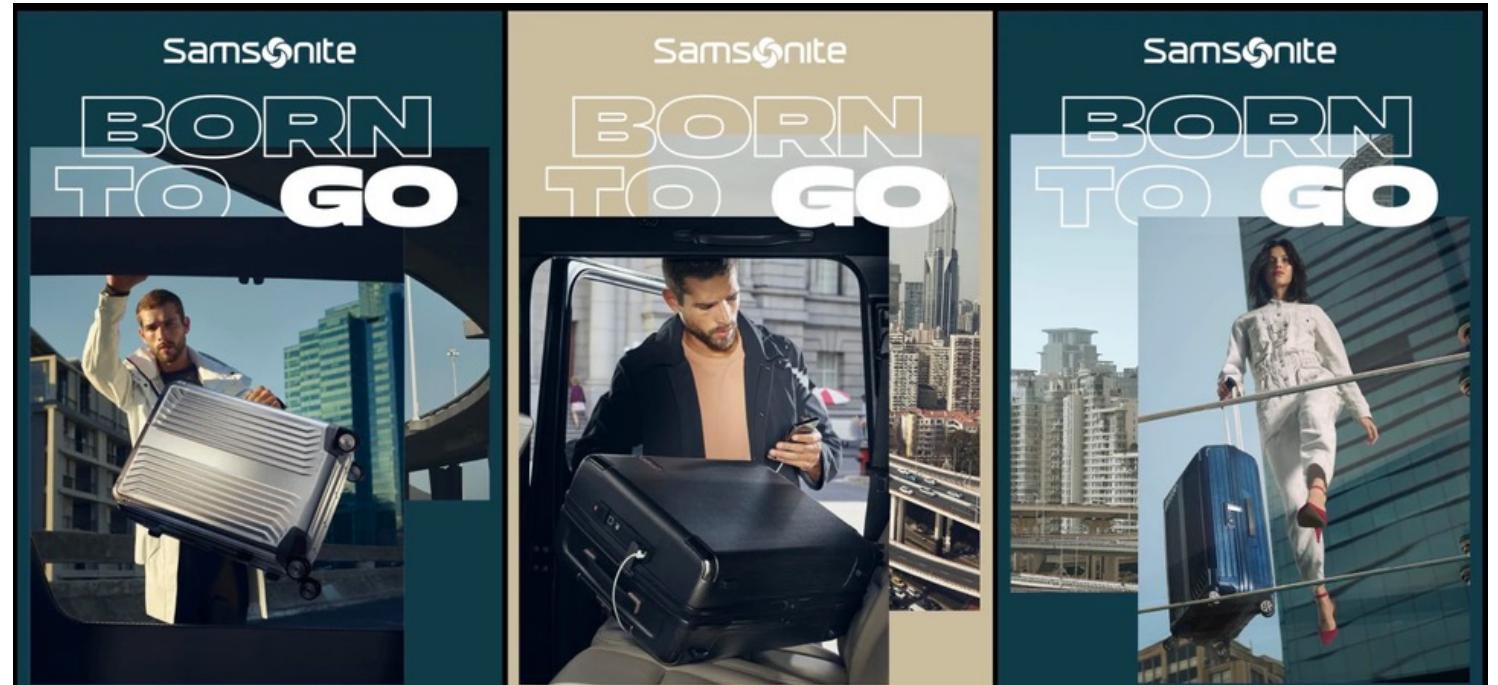
New Product Concept



sams^onite



- Focuses on quality, functionality and durability
- Leader in the global lifestyle bag industry
- The world's best known and largest travel luggage company
- Share of market: 45%
- Target Market: Prestigious Travelers
- Gross profit margin: 55.7 % in the first half of 2022
- Focuses on innovation and product development allows Samsonite to react quickly to changing demand and evolving consumer tastes



Consumer Input



- One too many features
- Could be similar to Apple Maps
- Creative name
- Consumers assumed that it was oversized luggage
- Found it to be relatable
- Persuasive
- Consumer insight was seen as too long
- Go more in depth for reason to believe
- Switch from Bluetooth to Satellite Tracking



Introducing... The Samsonite SafeCase

There is a worldwide issues of baggage being lost, and being in that situation is stressful, having the ability to track your luggage would be so convenient.

Introducing, **Samsonite's SafeCase**, this suitcase has a tracking feature through **satellite tracking** that connects to an app on your phone that allows you to constantly see its location. The most reliable luggage on the market, from the #1 luggage brand in the United States.

This new suitcase will put your mind at ease by tracking the location of your precious belongings!



How It Works

Satellite Tracking

- Worldwide range
- Trilateration
- App tracking
 - Longitude & Latitude

Features

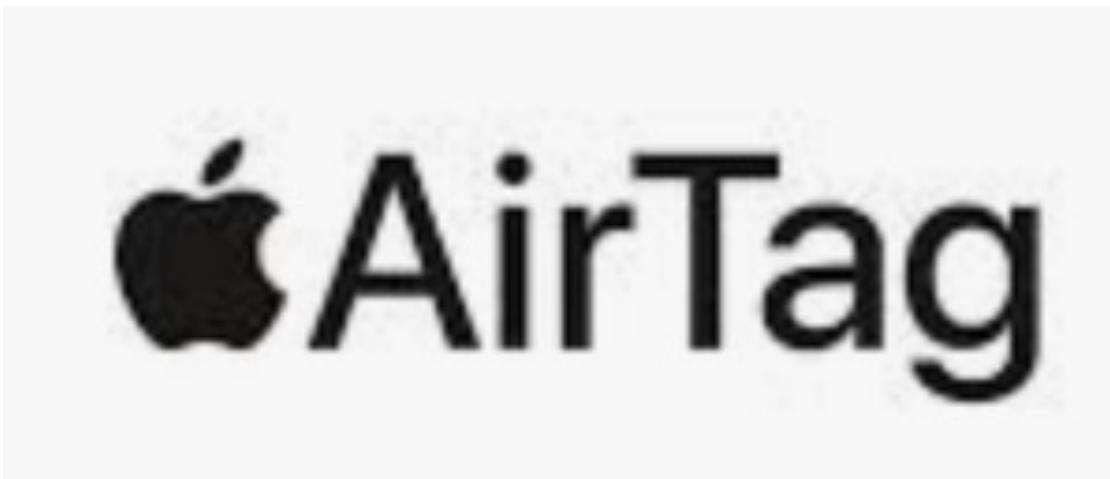
- Hardshell case: polycarbonate
- Waterproof material inside



Competitive Solutions



Competition



Consumer Validation



Qualitative



Love the accessibility and convenience



Skeptical about tracking range capabilities



Optimistic about not having anxiety



Love idea of trackability built in and not an air tag

"Love the idea of being able to keep track of your luggage and not have to solely rely on airlines"

"Don't know if there is anything like it on the market"

"This product is very relevant to me, as I travel quite often and there's always a fear of losing my luggage"

"Love that your suitcase will never be lost"

Quantitative



Purchase intent: 35%



87% Believe this product is unique



People questioned the price



78% of people travel frequently

Financial Analysis



Pricing Rationale

Product Price: \$399.99

Sales: 161,000 Units

Key Inputs:

- Industry average: \$200-\$400
- Manufacturing costs: machinery, high-quality materials, packaging
- Selling costs: returns, discounts, and buybacks

Key Inputs:

- Interview with Longmont Samsonite employee
- Estimation from retail outlets

Year 1 Launch P&L Statement

	Amount	% of Revenue
Sales Revenue	\$64,398,390	
(Retailer Markup)	\$22,539,437	35%
Invoice Sales	\$41,858,954	65%
(Selling Costs)	\$50,000	
Net Sales	\$41,808,954	
(Cost of Goods Sold)	\$14,007,110	
Gross Profit	\$27,801,844	43%
(Advertising Expense)	\$7,727,807	12%
Operating Income	\$20,074,037	31%

Launch Plan



Introducing SafeCase

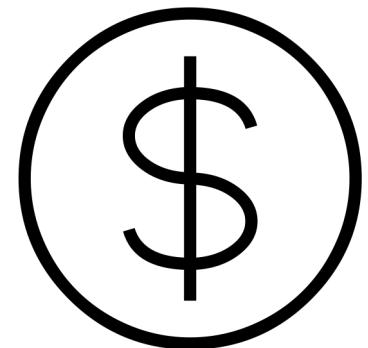


The most reliable
luggage on the
market

IMC Plan



Gate decision:



Budget: \$7.7 million
12% of revenue



Tactics:
Influencer Events, Online Marketing,
and Out of Home Advertisements

Distribution



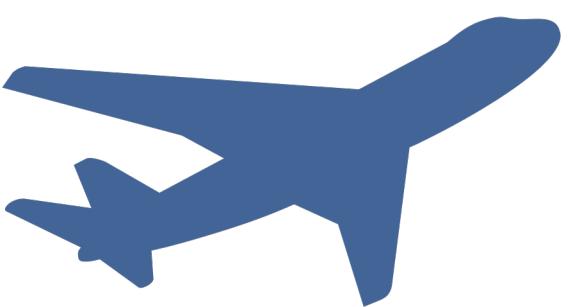
Launch:

Western half of the USA

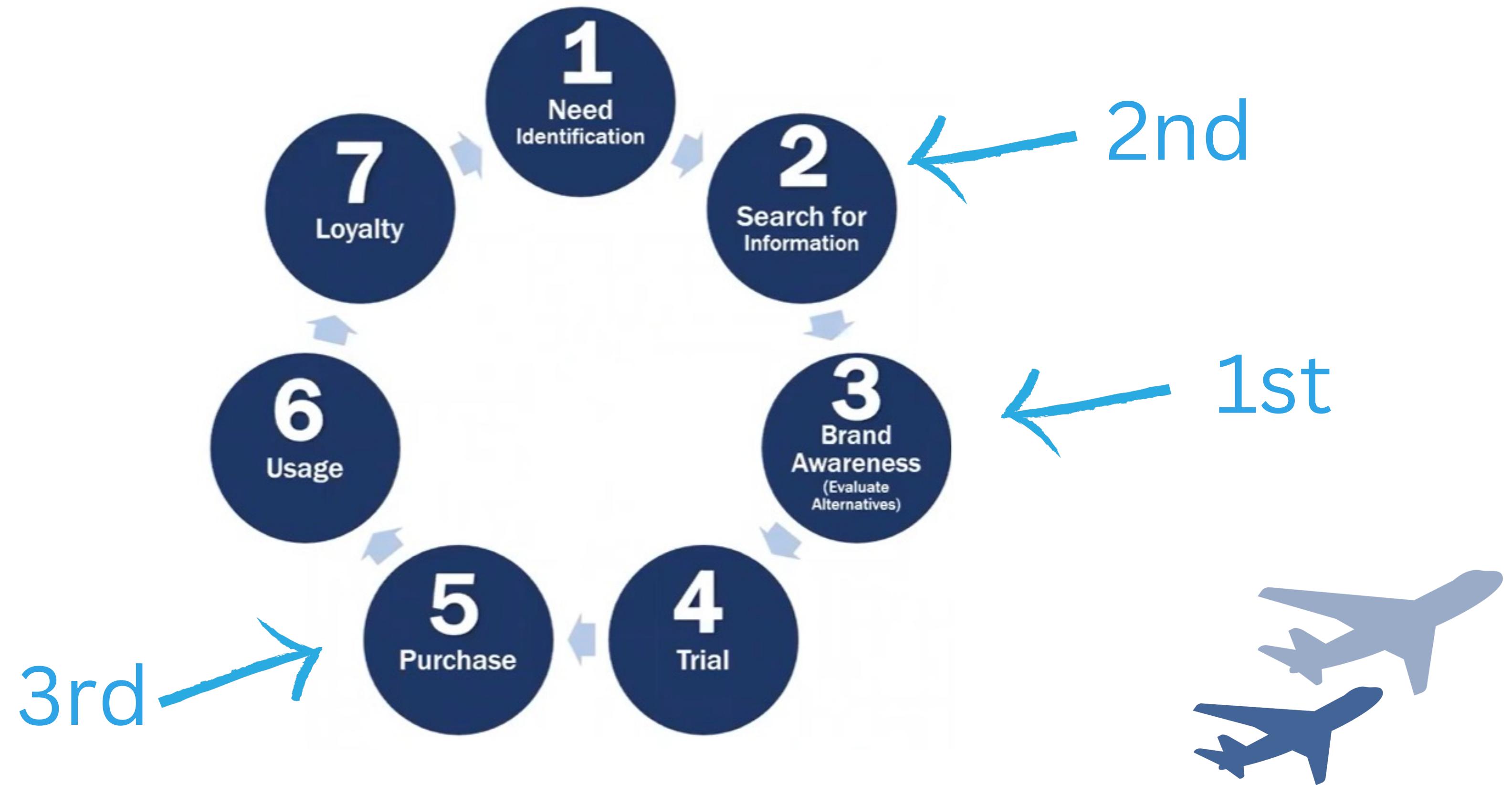
Channels:

Exclusive- Samsonite stores

Selective- Target and Walmart



Touchpoints





Influencer Event Marketing

Sponsoring a Gift for
business traveler
influencer trips



CLOSING REMARKS

- Put your travel worries at ease
- Net Income: \$20M
- Large Share of Market: 45%



The Samsonite
SafeCase