

# Product development

[Business](#), [Marketing](#)



## Product development

Samsonite has realized that by blending technology and marketing of their new products, they can be competitive in the market. This idea has added impetus to the business' production abilities, which are aimed at ensuring that the customer gets the best value for his money. The company's core competencies are in its technological and marketing field. The company has employed the latest technology in ensuring that they not only make a bag that accommodates a lot of personal items, but also that the bag is safe. With flight passengers being the company's target market, it hopes to be aggressive in its marketing including the use of social media. In this regard, marketing is an essential component of the company's competitive advantages. With the company's robust marketing plan, it hopes to reach people that fly regularly including flight attendants and others that rely on plane transport in the daily work activities. For this reason, the company has developed a vibrant marketing team that understands the needs of the market and communicates effectively to help their clients know to use these products and services.

## Competitive advantages

Samsonite prides itself in the fact that it has a talented workforce that is passionate about their work. The employees have shown their experience and expertise in developing suitcases that can be tracked by an individual using a mobile phone or any other related device. Additionally, the company has relied on its perfect knowledge of the needs in the market, which have helped in the development of products aimed at fulfilling those particular

needs. For this reason, the company's suitcases are something that increases the experience of air travel.

In the past, travelers have had to endure using suitcases and other bags that need to be tracked manually. This has seen many people lose their luggages while changing flights. Having this realization, Samsonite has developed a product that answers all these needs of clients in the market. Using their specially designed suitcases, the company offers high quality goods that are highly secure with minimal costs. Additionally, the fact that it has USB ports means that one can carry large volumes of data in the bag and fail to carry a laptop where it could cause security inconveniences in some airports. With an increase in the number of people using air transport in their daily travel, the company hopes to benefit from this trend, thus increasing its returns on investment.

The firm seems to rely so much on technology as its key marketing capability (Ginty & Vaccarello 2012). In this regard, the company hopes to use its online sites as effective platforms on which it can reach clients and sell their products. Currently, Manu (2010) explains that advancements in information and technology has made it easy for people to search for flight information and reach different destinations. In this regard, the social media has been very instrumental for the success of many online-based businesses, something that Samsonite hopes to rely on in its marketing approaches (Manu 2010).

## References

Ginty, M., & Vaccarello, L. (2012). Complete B2B online marketing. Hoboken, N. J.: J. Wiley & Sons.

Manu, A. (2010). Disruptive business desire, innovation and the re-design of business. Farnham: Gower.