

The Grab Bag

GDP growth in India is at 8-10 per cent, saving rates have dropped by 10 per cent, disposable income for affluent people is increasing by 20-25 per cent. Once the basic necessities are met, the next level of needs comprises good housing and education for children and then travel. The travel market is growing 20-25 per cent year-on-year and the number of people taking flights is also increasing. This, in turn, is helping the luggage market. The second part of our business is business products, day bags and so on. As consumption pattern changes, these products are not only used to carry things from place to place but are becoming an integral part of the personality of a consumer.

The modern luggage retail market in India, Estimated at Rs 2,200 crore, has just begun to take off. Realising its growth potential, several multi-brand retailers of travel luggage, are looking to capture a major share of the market. A considerable portion of the market is unorganized furthermore the market is divided into the branded sector and the unbranded sector. The organized sector is dominated at present by a few major players which accounts for a major chunk of the organized sector market.

The market for luggage in India can be subdivided into three segments based on price, comprising of the premium, regular and economy segment. The current growth rate of each of these segments shows that the premium segment is the fastest growing one - five times as fast as the economy segment, and two and a half times as fast as the regular segment.

In the luggage industry, the focus has mainly been on durability and strength of the bag and its capacity. The modern day traveller however has a wide set of needs. He must be able to carry everything at once ensuring his/her mobility and independence. This way, whether hopping trains or walking from his hotel to his rented car, he won't have to make multiple trips or need help carrying his stuff. This ability to carry everything at once makes moving around faster and lessens the chances of losing a bag or have one stolen.

Like travel clothes, bags should also be multi-functional. Travellers today require bags that work well as a carry-on and can also take them up the side of a mountain. There is a need for bags that roll through airports and then convert to a backpack for a schlep across town.

Adventure travel is also a growing trend, which brings a slew of new requirements for luggage to be used. If you're headed to a hot and dry area, a waterproof bag isn't really necessary. A waterproof pack is crucial if you're traveling through a jungle by boat or just headed to hike in areas where it rains more often than not.

With the increase in air travel, travellers now require bags that fit easily into luggage compartments and/or fulfil other statutory requirements laid down by different airlines and governments. The bag is most likely going to travel down lots of conveyor belts, where external straps and buckles are likely to get snagged, tangled or broken on those belts. So the travellers now look for a bag that is

streamlined and still has features required features. Travellers switching trains, flights and buses also, need the luggage that easily squeezes into tight spaces, like an overhead compartment or under the bus seat. The bag may have to hitch a ride on top of a bus or on the back of a donkey? So a traveller needs to make sure they the bag is weatherproof and has loops or straps that make tying it down easier. While visiting an Indian village the traveller knows his bag will get muddy, thrown around and generally mistreated hence It must be weatherproof and tough.

The business traveller brings with him a new set of requirements. If he plans to bring his laptop or e-reader with him to a wet locale, it's smart to invest in waterproof protection. The must have for a corporate executive is to keep his papers, PDA and laptop safe. If crime is a problem, then lots of external pockets might compromise security. The executive hence requires a bag that is hard to get into and has secret internal pockets. If pickpockets in the local or metro are a concern, then the bag may be worn on the front or the back. Bags must also strap on to your body securely, so that a thief can't easily pull it away and run.

What should your bag look like? Is it brightly coloured and new, or worn and drab? When travelling to a poverty stricken area, a brand new, brightly coloured bag may get you unwanted attention. A boring, dirty, earth-tone bag that looks worn is probably better.

Can a bag be used to make fast friends? Do a little research and see what the locals carry. A bag today may also be used to make friends with the native people of that area or simply a designer bag at a metro airport might become a conversation starter.

The Female traveller is faced with even tougher challenge. They need to carry purses, vanity cases and the regular suitcase all on the go. The bags must also be light. The style and aesthetics are also important parameters they look for, it's not just about the functionality, colour and texture, bags today need to be a style statement.

With such a varied set of needs emerging on the horizon, and an ever increasing and diversifying customer base, the luggage manufacturers need to constantly innovate and bring new products to the market.

The world's second largest and Asia's largest luggage maker based out of India. The company manufactures plastic moulded suitcases, handbags, briefcases, vanity cases and luggage. The company has a foothold in several counties and is highly regarded in the UK and European market. It provides travel products, hard and soft-sided luggage, bags, backpacks, duffels, shoulder bags, waist pouches, sling bags, duffel trolleys, vanity cases, office bags and satchels, suitcases, and briefcases. The company in an attempt to invigorate its sales has decided to launch some new innovative additions to some of its existing products so that it appeals to and satisfy the needs of the modern day traveller. Can you help them in figuring out which features that the company could add to its existing products in the market and how it could market these new products to the target audience?

Event Format

The event will be conducted in two stages.

Round 1 :

The participants are required to submit a write up of not more than 300 words detailing how they will augment the current product with new features that will help cater to the needs of the new age traveller. The write up must include:

- The new features that will be added to the product
- Rationale behind the product and feature selection
- The target audience for the product
- The need which the new features fulfil

Deadline for Round 1 entries: 11:30 am

The participants will be judged on the following parameters:

- Originality
- Financial feasibility
- Technical and operational feasibility
- Relevance to the needs identified
- The specifications of the target segment

Round 2:

The qualifying teams are now required to give a brief of round 1 and along with a set of BTL promotion ideas (minimum 3) that may be used to promote the new product in an airport, a train station or a bus stop. The BTL promotions may include:

- Storyboards
- Short ads
- A set of strategically placed posters/flexes that may be used together to convey a concept
- A small promotional event
- A skit/Nukkad Natak elaborating the usefulness of the product
- Any other BTL promotion

The qualifying teams will present their ideas in the form of a power point presentation (15 slides) in front of a panel of judges and the best team will be declared the winner

The participants will be judged on the following parameters:

- Originality and creativity of the idea
- Its effectiveness in communicating the value offered
- penetration of the communication in the target segment

Deadline for round 2: 2:30pm

Important points:

1. The team should comprise of 2-3 members.
2. The teams can make suitable assumptions and have to mention them explicitly.
3. The Participants are required to submit a softcopy of their entry for the qualifying round to the Markup email id (markup.imt@gmail.com). The subject line of the email should be TheGrabBag_<Team Name>. For ex. If the team ABC is participating then the subject should be TheGrabBag_ABC.
4. The Presentation must be in Microsoft PowerPoint Presentation format only (ppt/pptx) and not exceeding 4MB in size.
5. Please adhere to the timelines aforementioned, otherwise the entries will not be considered
6. The first slide of the PowerPoint presentation for the second round should have the name of the Team and team members only. Under no circumstances participants are allowed to disclose the names of their college in their presentation.
7. Plagiarism in any form should be strictly avoided.

For Queries contact

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