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Introduction

Porters 5 Forces and PESTLE

Market position Analysis

VRIO

Recommendations



2006

2006

2012

2014

2014

2022



DRAGONS' DEN



magma moulding



Trunki is available in 100 countries worldwide

Macroenvironment

General economic conditions

Uncertain due to the interests' rate increasing and cost of living affecting consumer buying habits.

Legislation and regulation

Trunki suitcases need to keep updated with airline regulations.
Trunki's car booster seat needs to comply with current safety legislations.

Population demographics

Aimed at the transportation industry for young children.

Societal values and lifestyle

Trunki would need to be careful who they partner up with when promoting their product. (e.g. Partnering with British Airways)

Technology

Trunki lacks the use of technology in their products which could give a competitor the opportunity to complete a gap in this market.



Immediate industry and competitive environment

Suppliers

Magma moulding – owned by Rob Law (Magma Moulding, 2022)

Substitute products

B-Toys - Gogo Cat Ride-on Suitcase

Power of Buyers

Online buying has meant Trunki has to monitor their competitors and consider the prices of their competitors.

New entrants

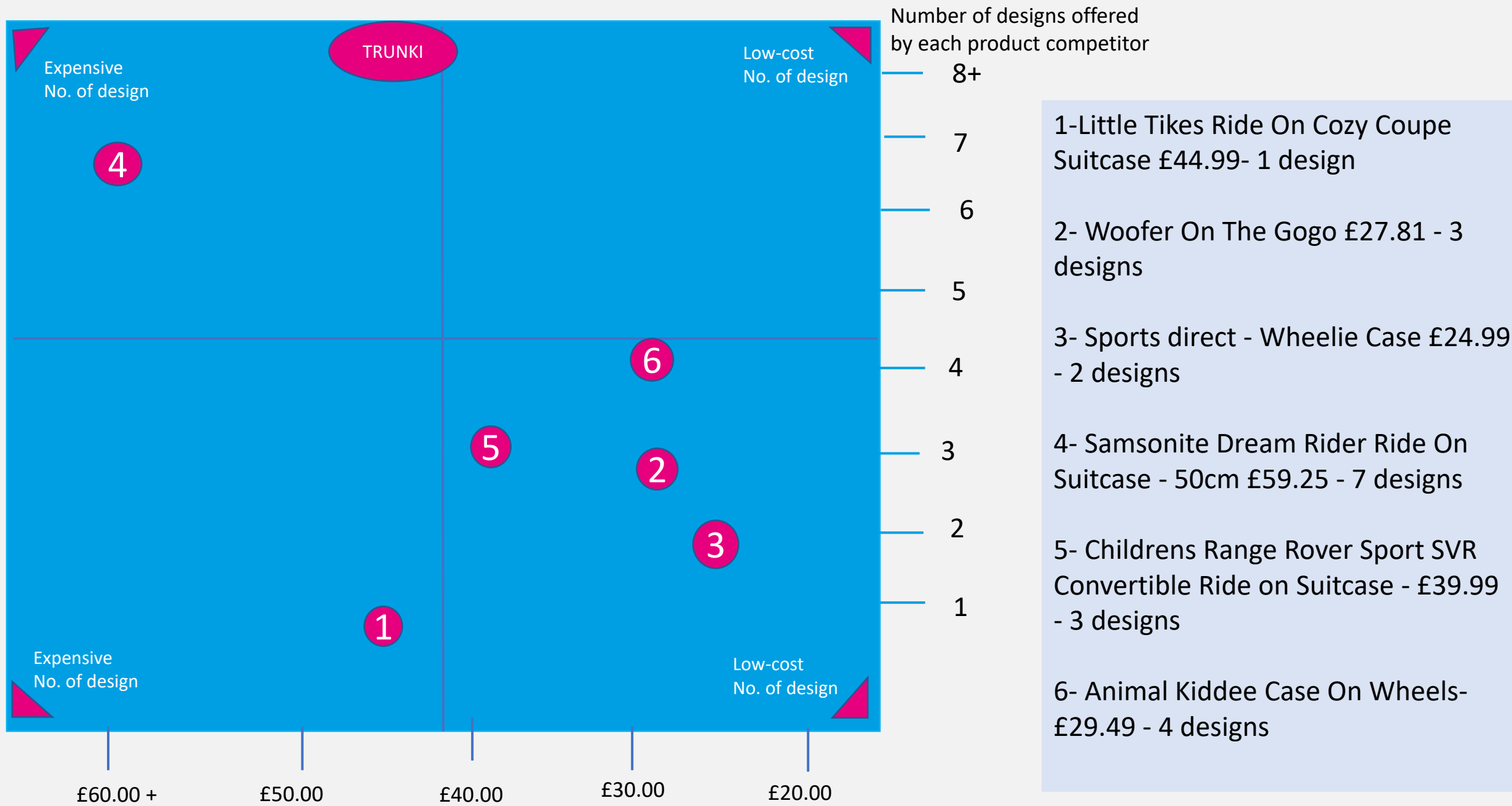
There is always a threat that a similar product may go on the market and take trunki's customers.

Rival firms




















Kiddee Case
Sports direct
Luggage superstore



Market position Analysis – Based on Ride – along products in the UK



VRIO Analysis

Resource /Capability	V	R	I	O
Unique designs				
Relationship with Manufactures				
Sustainable products				
Customer reviews				
Customers benefits				
Ordering timeframe				



Independent Service Rating based on **7011** verified reviews (Trunki, 2022)

4.7/5

Recommendations

1

Get involved in working with Online Influencers to raise awareness of the Trunki products.

2

Advertise Trunki suitcases on Traveling websites (e.g. Skyscanner)

3

Re-enter the US markets by wholesaling Trunki products to big retailer.

4

To investigate whether its worth having patents on the Trunki ride along suitcase



References

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Picture Reference

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- Blue Trunki - <https://www.trunki.co.uk/>
- Dragons den Logo - <https://fanart.tv/series/79836/dragons-den/>
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- Kiddee Case - <https://www.shockaclubshop.co.uk/animal-kiddee-case-wheel-on-2764-p.asp>
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