

BUHI SUPPLY CO.

FOCUS GROUP REPORT

Top Competitors

Destination Bags	Go Time	Syds Bags
○ \$150.00	○ \$165.00	○ \$210
○ \$250.00	○ \$255.00	○ \$290
○ \$350.00	○ \$340.00	○ \$380

Suggested Features

- **Material:** Polycarbonate hard shell
- **Color Palette:** Muted: Dark blues, greys, and tans
- **Handle:** Ergonomic handle
- **Wheels:** Spinner wheels
- **Safety & Convenience:** Clear compartments

Suggested Prices:

Small Luggage: \$150

Medium Luggage: \$250

Large Luggage: \$330