

[illegible]

BUHI SUPPLY CO:

SURVEY CREATION

Feature Ratings:

Rank

Rate how enticing each feature would be to you the next time you purchase large luggage.

	1 Not at all enticing	2	3	4	5 Very enticing	Unsure
Unbreakable shell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polycarbonate hard shell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aluminum alloy hard shell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TSA-approved locks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muted color palette (dark blue, grays, and tans)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modern color palette (vibrant yellow, electric blue, orange, red, black, and white)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ergonomic handle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spinner wheels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear compartments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lightweight (under 7 pounds)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antimicrobial interior fabric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portable charging station with two USB ports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Built-in laptop table	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GPS locator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App notification when suitcase is opened	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Open Ended Questions:

- "What other features not listed would entice you to consider a luggage brand?"
- "What does 'luggage inspired by global designs' mean to you?"

Purchase Intent and Pricing:

- How much would you expect to pay for a large, lightweight suitcase in a muted color palette?
- How much would you expect to pay for a large suitcase in a modern color palette with a polycarbonate hard shell?
- Rank your interest in purchasing various luggage products.

Demographics:

- What is your age?
- What is your gender?
- What is your ethnicity?
- What is your income before taxes?
- What is your marital status?
- How many long-range trips do you take per year?
- From which region of the United States are you?
- How much do you spend per year on business travel (both reimbursed and not reimbursed)?