



The Trunki logo consists of a rainbow arching over the word "Trunki" in a blue, bubbly font. A small registered trademark symbol (®) is located to the right of the rainbow, and a small pink circle with a white "t" is located to the right of the word "Trunki".

Get set. Go!

Student Number - 2006172



(TRUNKI, 2022)

Trunki Lean Canvas

01 Problem

To keep children entertained whilst traveling by offering a cabin size hand luggage which can be use for the child to sit on and will help transport them.

Offering a practical solution for families with young children

Existing Alternatives

Trunki's competitors are the following:
 1- Little Tikes Ride On Cozy Coupe Suitcase
 2- Woofer On The Gogo
 3- Sports direct - Wheelie Case
 4- Samsonite Dream Rider Ride On Suitcase - 50cm
 5- Childrens Range Rover Sport SVR Convertible Ride on Suitcase
 6- Animal Kiddee Case On Wheels

02 Solution

The Trunki suitcase is built within the air line measurements guidelines for cabin hand luggage and as been designed to be a ride along suitcase for young children.

Customers should feel relaxed when transporting their kids around the airport due to the unique design which means children can be pulled by their carer whilst riding on the suitcase.

03 Key Metrics

Trunki tracks its success by the sales of its products and the reviews left by customers, number of returns of products, stock rotation.

04 Unique Value Proposition

When Trunki entered the market back in 2006, ride along suitcases was a brand new concept. The design is unique and has been patented to stop competitors from using the same design. Trunki main USP is the amount of designs it offers there customers when they buy the suitcase Trunki.

Trunki are always coming up with unique designs that are aimed at children in the transportation industry. Trunki's main items are the Trunki ride along suitcase and their backpack booster seat.

Being able to manufacture in the UK means they can react quickly to change.

05 Unfair Advantage

Trunki owns patent and copyrights rights on all design of its ride along suitcase (TRUNKI, 2022)

Trunki's parenting company owns Magma Mouldings who manufacturing Trunki's ride-on suitcase (MAGMA MOULDING, 2022)

06 Channels

Trunki have their own website which they sell there products on in the UK, France, Germany and Australia They also use other well known platforms such as Amazon UK and Amazon US. They have a partnership with Halfords where they sell there folding balance bikes, scooter and back pack booster car seat (HALFORDS, 2022)

07 Customer Segments

- Families with young children
- Families who travel
- Active children who use bikes and scooter

- Families
- Young children

Early Adopters

The products will benefit the customers who purchase and use the products.

08 Cost Structure

fixed costs

- Rent
- insurance
- utility bills
- Salary wages
- loan repayments

Variable costs

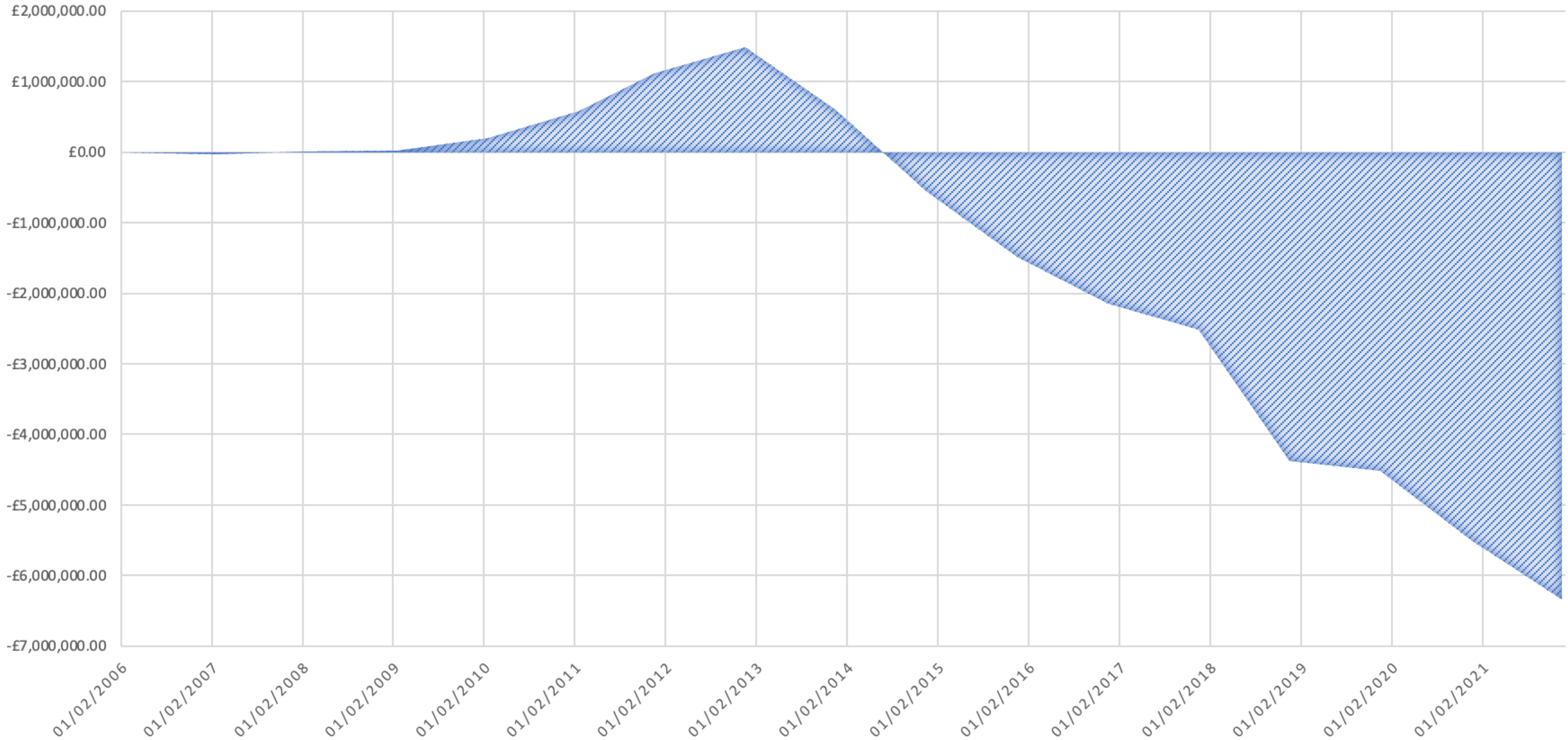
- Delivery charges
- Raw materials
- Direct labour

09 Revenue Streams

- Product sales
- Grants

PROFIT AND LOSS TOTAL (Gov.UK, 2022)

■ Profit and loss Total



	28/02/2006	28/02/2007	28/02/2008	28/02/2009	28/02/2010	28/02/2011	31/12/2011	31/12/2012	31/12/2013	31/12/2014	31/12/2015	31/12/2016	31/12/2017	31/12/2018	31/12/2019	31/12/2020	31/12/2021
■ Profit and loss Total	-£ 2,168.00	-£ 35,465.00	£ 6,508.00	£ 15,667.00	£ 199,862.00	£ 585,613.00	£ 1,112,888.0	£ 1,486,221.0	£ 595,506.00	-£ 558,826.00	-£ 1,488,149.	-£ 2,140,802.	-£ 2,517,996.	-£ 4,377,485.	-£ 4,522,610.	-£ 5,493,233.	-£ 6,335,837.

trunki[®] PRODUCTS

Get set. Go!



BoostApak Pink - Car Seat
£54.99
★★★★★ (76)



BoostApak Green - Car Seat
£54.99
★★★★★ (99)



BoostApak Pink Seatbelt Pad
£5.99
★★★★★ (14)

4in1 Folding Scooters



Stage 1 (1-3 yrs)



Stage 2 (1-3 yrs)



Stage 3 (2+ yrs)



Stage 4 (4+ yrs)



Toddlepak Backpack - Bert
£22.99
★★★★★ (24)



Toddlepak Backpack - Dino
£22.99
★★★★★ (20)



Toddlepak Backpack - Leeroy
£22.99
★★★★★ (19)



Toddlepak Turquoise - Una the Unicorn
£19.99
★★★★★ (10)



Toddlepak Blue - Bert
£19.99
★★★★★ (31)



Toddlepak Pink - Betsy
£19.99
★★★★★ (41)



Yondi Monkey - Mylo
£14.99
★★★★★ (23)



Yondi Owl - Ollie
£14.99
★★★★★ (17)



Yondi Pink - Betsy
£14.99
★★★★★ (26)

trunki®

Get set. Go!

PRODUCTS



TeeBee Toybox & Play Tray - Blue
£19.99
★★★★★ (4)



TeeBee Toybox & Play Tray - Teal
£19.99
★★★★★ (1)



TeeBee Toybox & Play Tray - Pink
£19.99
★★★★★ (2)



Bernard the Bee Trunki
£44.99
★★★★★ (170)



Cassie the Cat Trunki
£44.99
★★★★★ (137)



Percy the Police Car Trunki
£44.99
★★★★★ (91)



Trunki Snack Pots - Animals
£7.99
★★★★★ (26)



Trunki Purse Blue
£4.99



Pencil Case - Pink
£4.99
★★★★★ (4)



Reusable Face Masks - Twin Pack - Blue
£12.99
★★★★☆ (1)



Reusable Face Masks - Twin Pack - Pink
£12.99
★★★★★ (1)



Trunki Faces Sticker Pack
£3.99
★★★★★ (219)



BoostApak Pink - Car Seat
£54.99
★★★★★ (76)



BoostApak Green - Car Seat
£54.99
★★★★★ (99)

TRUNKI'S COMPETITORS



Little Tikes Ride On Cozy Coupe Suitcase £44.99- 1 design (Amazon, 2022)

Woofers On The Gogo £27.81 - 3 designs (Amazon, 2022)



Sports direct - Wheelie Case £24.99 - 2 designs (Sports Direct, 2022)





Samsonite Dream Rider Ride On Suitcase - 50cm
£59.25 - 7 designs(Luggage superstore, 2022)

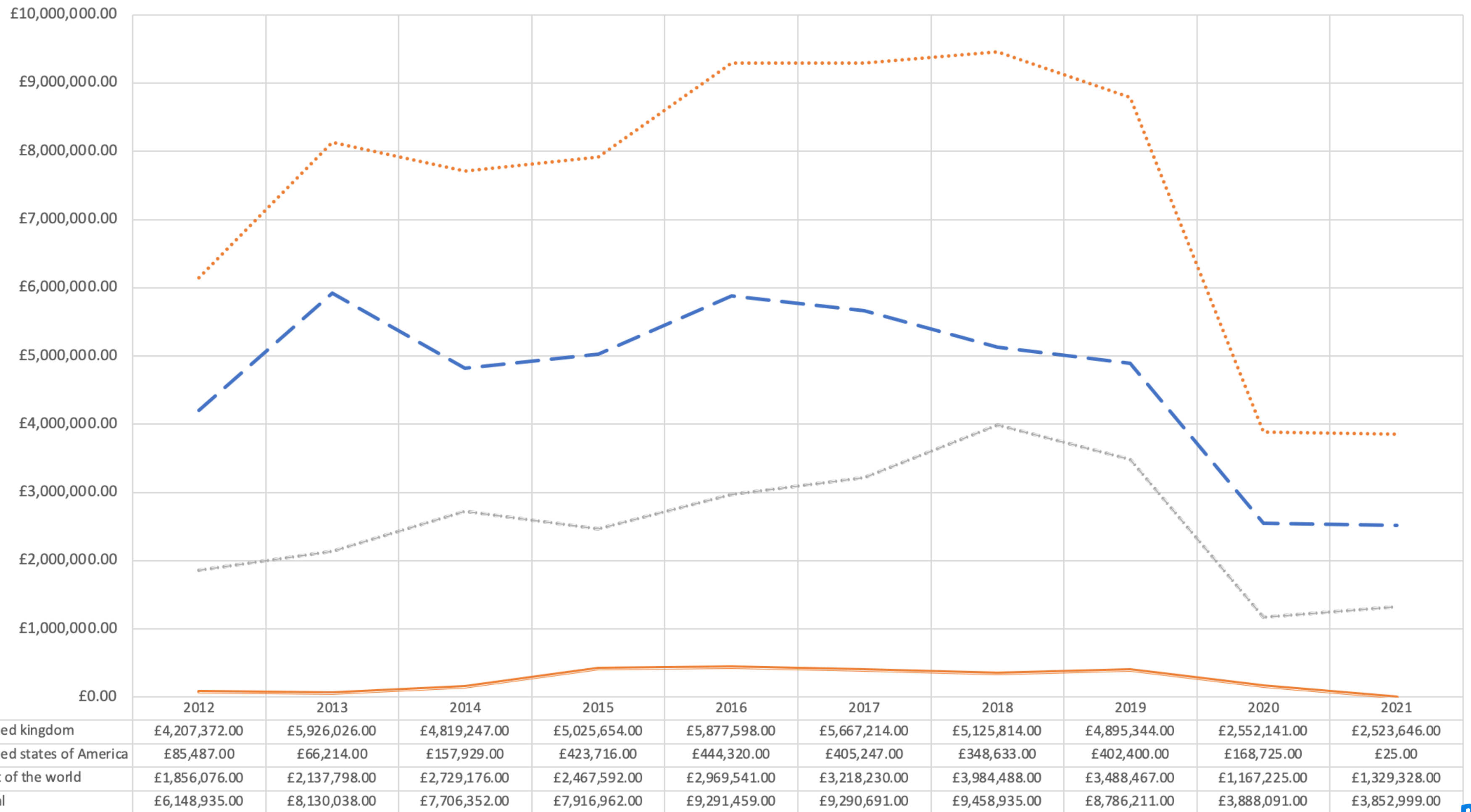


Childrens Range Rover Sport SVR Convertible Ride on Suitcase -
£39.99 - 3 designs (Ryman, 2022)

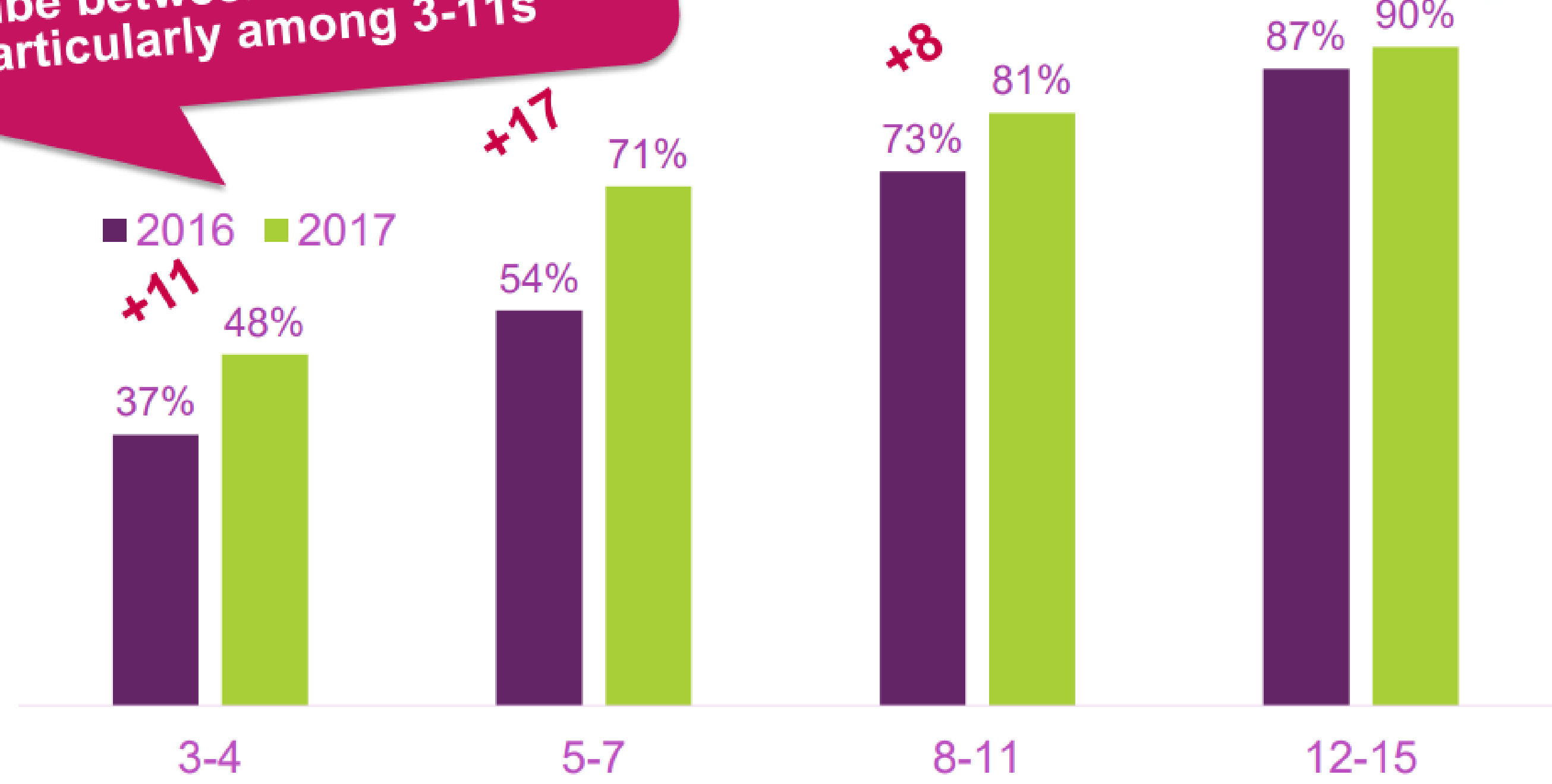
Animal Kiddee Case On Wheels- £29.49
- 4 designs (Spontex workwear, 2022)



Turnover on sales of goods (Gov.UK, 2022)

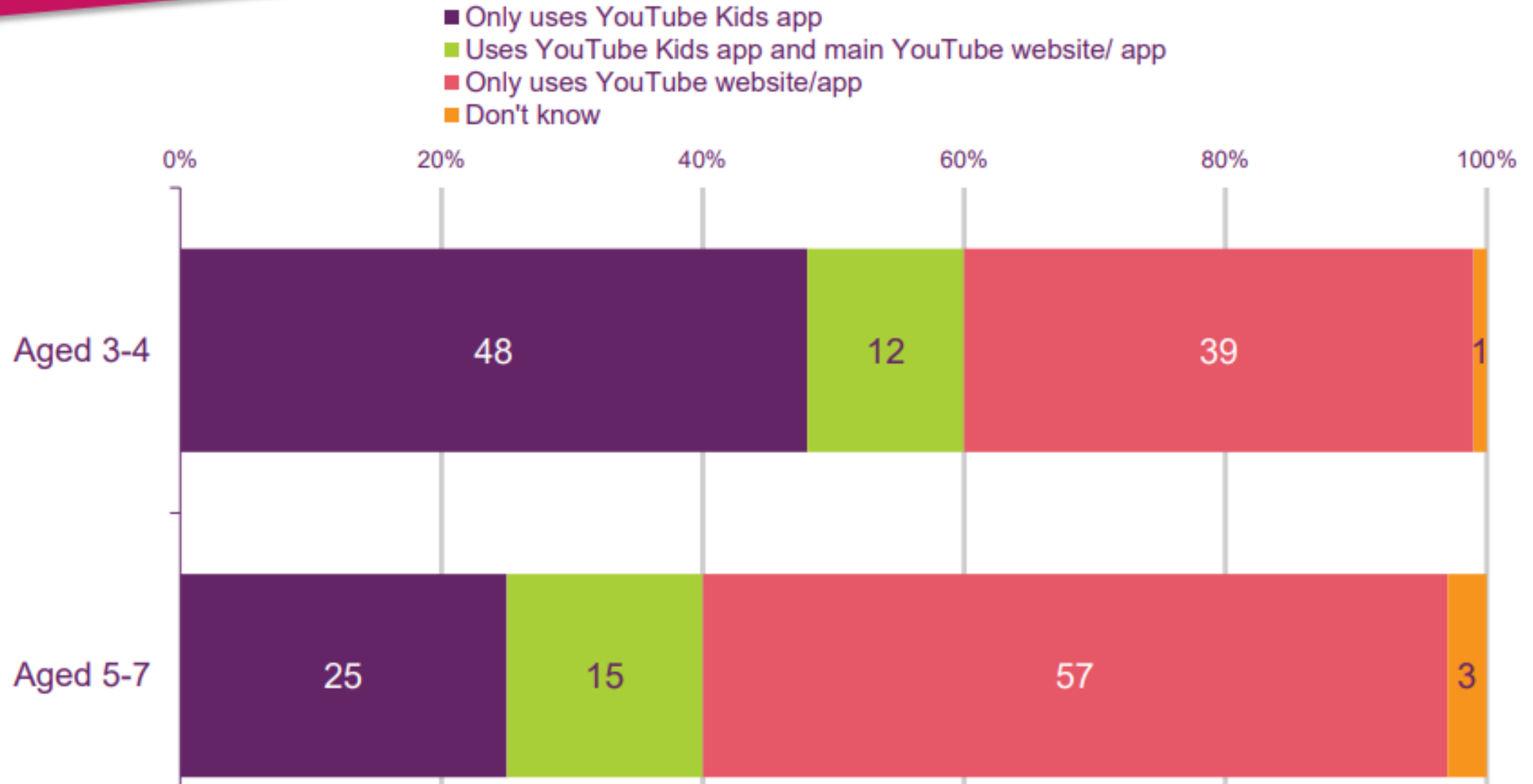


There has also been a big increase in the numbers of children using YouTube between 2016 and 2017, particularly among 3-11s



Source: Ofcom Children's Media Lit Tracker 2017. QP22A/ QC6. Does your child ever use the YouTube website or app? (prompted responses, single coded) . Responses from parents for 3-7 year olds and from children aged 8-15. Base: Parents of children aged 3-4 (677) or 5-15 (1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15). Significance testing shows any change between 2016 and 2017.

Around half of 3-4s and a quarter of 5-7s only use the YouTube kids app. The rest use either the main YouTube website or app or a mixture of the two



Source: Ofcom Children's Media Lit Tracker 2017. QP22B - Do they use the main YouTube website or app, or the app that is aimed specifically at under 5s called YouTube Kids, or do they use both? (unprompted responses, multi-coded).
Base: Parents of children aged 3-7 whose child uses the YouTube website or app (325 aged 3-4, 285 aged 5-7).

UNITED STATES OF AMERICA

As off 2020, USA have 23.4 million children aged between 0 - 5 years old(Statista, 2022). Compared the the UK with 3.2 Million children aged 0-4 years old(STATISTA, 2022).

U

Ukraine

BabyShop LLC

Website: www.babyshop.ua

Email: info@babyshop.ua

Phone: +38 044 323 0906

Buy Online >

USA

Trunki

Email: howdy@trunki.com

Phone: +44 (0)1179542794

Buy Online via Amazon >

The screenshot shows the Trunki website search results for the keyword "Trunki". The page features a navigation bar with "Registry", "Gift Cards", and "Sell" options. Below the search bar, it indicates "1-48 of 137 results for 'Trunki'". The results are displayed in a grid format, showing various Trunki products such as suitcases, backpacks, and bags. Each product listing includes an image, a title, a price, and a star rating. A blue arrow points from the "Buy Online via Amazon" button in the USA contact box to the product listings.

Deals & Discounts
Black Friday deals

Department
Clothing, Shoes & Jewelry
Kids' Luggage
Kids' Backpacks
Carry-On Luggage
Toys & Games
Everything Else
Baby Products
Reusable Lunch Bags

Customer Reviews
★★★★★ & Up
★★★★☆ & Up
★★★☆☆ & Up
★★☆☆☆ & Up
★☆☆☆☆ & Up

Amazon Fashion
 Popular Brands

Brands
 Trunki
 Samsonite
 MOREFUN
 Oops

Price
Up to \$25
\$25 to \$50
\$50 to \$100
\$100 to \$200
\$200 & above
\$ Min \$ Max Go

Luggage Length
 10 to 18 in
 19 to 32 in

Suitcase Shell Type
 Hard
 Soft

Suitcase Lock Type
 Combination Lock

Payment Plan
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

RESULTS
Price and other details may vary based on product size and color.

Sponsored @
Trunki Kid's Ride On Suitcase & Toddler Carry-On Airplane Luggage: Frank Fire Truck Red Terrance (Blue)
★★★★★ ~ 7,650
\$99.99
Save 20% with coupon
Ships to United Kingdom
Only 19 left in stock - order soon.

Trunki Kids Ride-On Suitcase & Toddler Carry-On Airplane Luggage: Frank Fire Truck Red
★★★★★ ~ 7,650
\$99.99
Save 20% with coupon
Ships to United Kingdom

Trunki Kid's Waterproof Swim & Gym Bag - PaddlePak Spike Pufferfish (Yellow)
★★★★★ ~ 1,132
\$176.61
Ships to United Kingdom
Only 1 left in stock - order soon.

Melissa & Doug Trunki Tote - Red/Orange
★★★★☆ ~ 39
\$14.00 \$14.99
Ships to United Kingdom
Only 14 left in stock - order soon.
Ages: 3 years and up

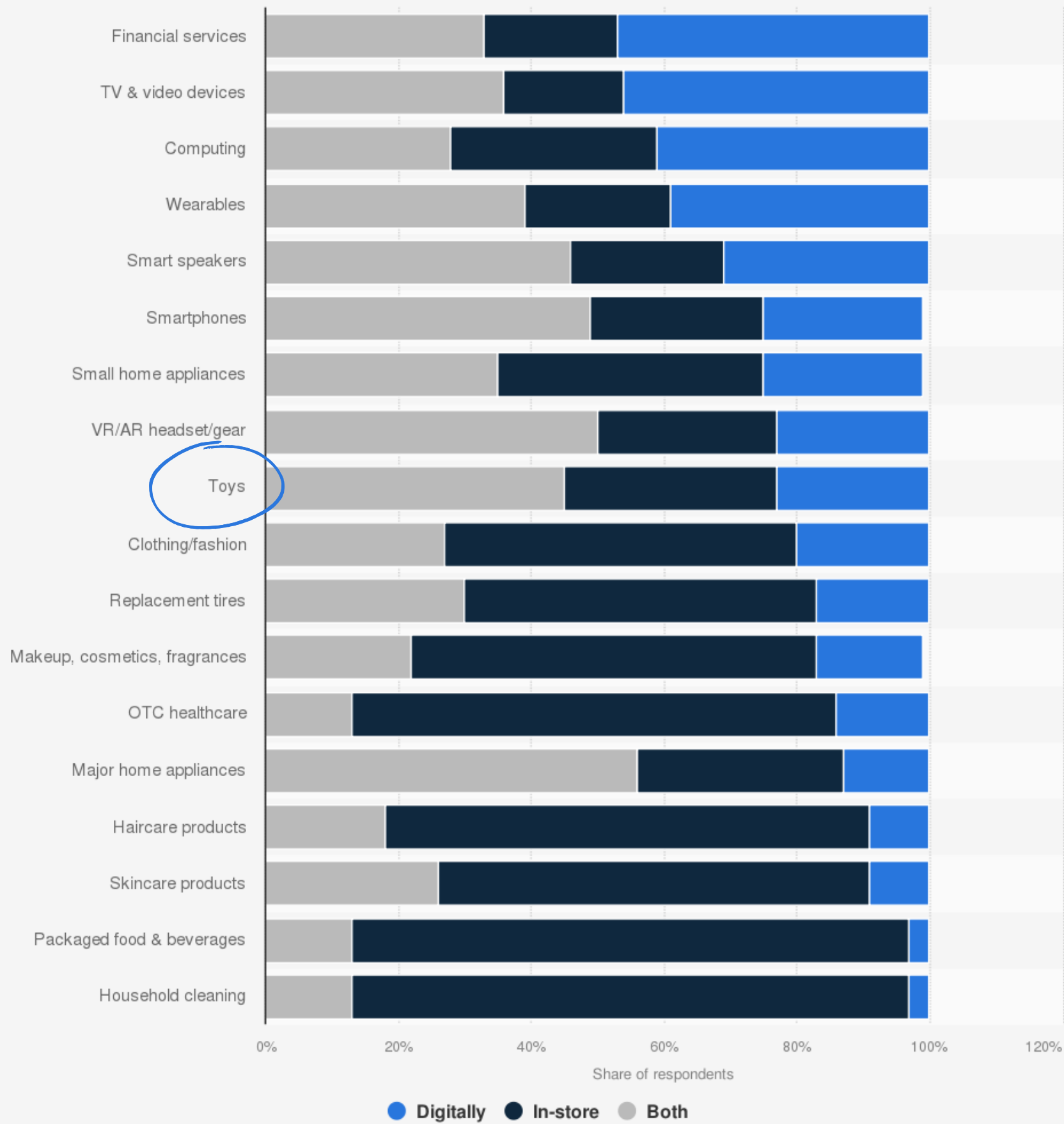
Trunki Luggage For Little People: Bernard, Bee
★★★★★ ~ 1,147

Harley The Lady-bug Trunki Suitcase (9220009)
★★★★★ ~ 1,872

2 X Trunki Ride-on Suitcase - Trixie (Pink)

Rockland Jr. Kids' My First Hardside Spinner Luggage, Shark, Carry-On 19-Inch
★★★★☆ ~ 1,685

Online vs. in-store shopping preferences of internet users in the United States as of August 2019, by product category



Trunki ride on suitcase is considered a toy

Trunki could improve sells by wholesaling to a well know retailer and reach the audience who only shop in-stores.

In the survey of 1000 respondents - 32% answered that they only buy toys in-store.

Company	Licence agreement	Development costs	Patents and IP	Total
	£	£	£	£
Cost				
At 1 January 2021	166,094	71,332	398,523	635,949
Additions - internally developed	-	-	10,004	10,004
At 31 December 2021	166,094	71,332	408,527	645,953
Amortisation and impairment				
At 1 January 2021	166,094	71,332	266,195	503,621
Amortisation charged for the year	-	-	48,004	48,004
At 31 December 2021	166,094	71,332	314,199	551,625
Carrying amount				
At 31 December 2021	-	-	94,328	94,328
At 31 December 2020	-	-	132,328	132,328

In 2021 Trunki spent **£408,527** just on Patents and IP

Trunki ride on suitcase has been on the market for **16 years**.

All their competitors have very similar designs.

Trunki's USP is the amount of designs they offer to their customer which could be difficult for a competitor to compete with, as they already have well established manufacturing system.

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[HTTPS://WWW.TRUNKI.CO.UK/](https://www.trunki.co.uk/)

