



## Easy Laptop carry case Category: IT office stationary

### MARKET

IT professionals are a big number in India and elsewhere in the world. Almost everyone has a laptop and keep moving from meeting to meeting. The 10 to 15% of any city population could be the target for this product.



### MANUFACTURING

It is a single mold silicone product that can be made in numerous designs and colors. It would be durable and come in various pleasant artistic forms too.

### OBSERVATION / TREND / PROBLEM

#### Observation

- Often moving from one place to another, people in the office have to carry their laptop and most of the times, it's with charger, a mouse and a diary. The office bag may not be with them as it would be at their sitting place.
- Usually a laptop is accompanied by a charger and other accessories, that makes it a lot to carry from one meeting to another.
- People are quite clumsy in handling that and often in rush times, there could be chances of an accident.

### OVERVIEW OF THE IDEA

The solution is a laptop carry case that can be folded and kept easily in the pocket and removed when needed. Can be made to hold the laptop, charger, a diary, pen and a mouse.

### VALUE

**The person won't need a bag, to carry along as he moves from one desk to other to a meeting room. It is easy and cost effective to afford. Can carry multiple things with panache and look classy while handling all his world in a sleek way**

### VARIANTS

The product can be made in different sizes, colors and patterns. It has a wide range of appeal for young corporates to senior professionals.

**Disclaimer:** The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need, problem or a desire.

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