



Business card holder Category: Stationary

MARKET

With lot of people in sales and marketing, startups and expanding teams, they need to keep their data sorted, Business cards are data. It can be digitally converted using apps but that is limited to only few.

Ref image.



MANUFACTURING

It's a combination of plastic and metal. It can be made in different sizes and design. It is part of IT accessories, designed robustly and with easy access to cards.

OBSERVATION / TREND / PROBLEM

Observation

- Some people and managers have around 800 to 2000 business cards, especially if they have a sales profile or an entrepreneurial outgoing. It becomes a chaos to store so many cards
- Once the cards are out of sight, they are forgotten.
- Categories of cards needs to be kept, most of them dump it in the box
- Most of the card holders are bulky and large.

OVERVIEW OF THE IDEA

The idea is to create a business card holder that can keep cards sorted, can be easy to move, easy to pick the cards, lightweight and also have few pockets for pen, mobile, stapler accessories. The unit that we have designed is compact, lightweight and has multiple compartments.

VALUE

The product is good for people who want cards upfront, sorted and find relevant cards quickly. It also has other features – hence can be used as a good desktop product for multipurpose use.

VARIANTS

Numerous variants can be made with this and there is a lot of possibility to price it higher and make it premium.

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.

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