

TitanCraft Briefcases Ltd. – User Insights & Case Studies

User Demographics (2024 Summary)

Age Groups:

- 18–24: 9%
- 25–34: 34%
- 35–44: 29%
- 45–54: 18%
- 55+: 10%

Occupation Breakdown:

- Business Executives: 27%
- Legal Professionals: 18%
- Creative Industry (Designers, Photographers): 14%
- Technology Professionals: 22%
- Students & Academics: 12%
- Other: 7%

Preferred Channels of Purchase:

- TitanCraft.com: 61%
- Amazon: 23%
- Boutique Retailers: 11%
- Corporate Partnerships: 5%

Global Reach

• Top 5 Countries by Sales:

- United States
- United Kingdom
- Germany
- Japan

- Canada

• Emerging Markets:

- India
- Sweden
- South Korea

- **Languages Supported in Customer Support:** English, German, Japanese, Spanish, French, Korean

Customer Reviews Snapshot

Aegis Pro

"I never thought I'd get compliments on a briefcase, but the Aegis Pro turns heads everywhere I go." – Jordan L., NYC (5/5)

NeoBrief One

"Knowing it's sustainable made the choice easy. Light, modern, and surprisingly roomy!" – Priya M., San Jose (4.7/5)

Command Tactix

"I work in the field and need something that can take a beating. This is a tank disguised as a briefcase." – Carter B., Denver (4.8/5)

Case Study 1: Corporate Gifting with MetroLite

Client: A major European consultancy firm **Scenario:** They sought a memorable and functional gift for 2,000 mid-level managers. **Solution:** Customized MetroLite briefcases with internal logo embossing, RFID tags, and city-specific designs. **Results:** - 92% employee satisfaction - 18% spike in brand advocacy on social media - Repeat bulk order scheduled for 2026

Case Study 2: Academic Field Deployment with NeoBrief

Client: International environmental research NGO **Scenario:** Field researchers in Southeast Asia required lightweight and eco-conscious carrying solutions. **Solution:** NeoBrief One was provided in bulk with additional waterproofing and document separators. **Results:** - Reduced equipment failure due to moisture - Improved morale and field efficiency - Praised in NGO's 2024 sustainability impact report

TitanCraft continues to put users at the center of its design and strategy, listening to real-world feedback to drive meaningful innovation.