

4. Magmatic Ltd is a private limited company that creates and distributes innovative, award-winning children's travel products designed to make family travel easier. Magmatic Ltd's aim is to become recognised as a successful creator of really useful travel products that facilitate the perfect journey.



The Trunki suitcase

Magmatic Ltd all started with Trunki, the brainchild of designer Rob Law. He first came up with the idea for a ride-on suitcase way back in 1997 whilst studying at university. He had been given a project to design a piece of children's luggage, so he went to his local department store for inspiration. Disappointed by the luggage on offer to children, he found himself impressed by ride-on toys in the toy department. That is when the idea for Trunki was born. 250 000 Trunkies have been sold in 2 years, a remarkable achievement for a product-orientated company.

The company is keen to maintain the momentum for growth and now wishes to adopt a more market-orientated approach. Also, if Magmatic Ltd becomes more successful, it might wish to consider becoming a public limited company (plc).

Other products include the BoostApak, a booster seat that doubles as a backpack, and the Yondi pillow, a travel head-rest for children.



BoostApak



Yondi pillow

Source: www.uk.all.biz

(a) Explain why Magmatic Ltd now wishes to adopt a more market-orientated approach.

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(b) Discuss whether Magmatic Ltd should become a public limited company, or remain as a private limited company.

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