



'Tensil2Go

**"Chews us for your
next adventure &
make it
unforkgetable"**

**By Judy, Jasmine, Steven, Carmen,
Annabelle**

Mission Statement

'Tensil2Go's mission is to create a lightweight utensil for quick on-the-go trips and travelling without contributing to the pollution of the environment.



PROBLEMS

- Regular silver tableware are bulky & heavy
 - Aren't easily portable or on the go trips
 - Have to carry each separately
 - Ranges from 6-9" in length
- Around 6 million single-used plastic utensils are thrown out every year
 - End up on land or ocean



TARGET MARKET

DEMOGRAPHICS

- 25 - mid 40's
- middle income

BUYING PATTERN

- travels frequently
- intentions of protecting the environment

GEOGRAPHICS

- urban and rural areas

PSYCHOGRAPHICS

- travelling/camping/hiking
- environmentalist
- on-the-go



How does 'Tensil2Go solve this problem?

- All in one utensil set
- Lightweight
- Portable & Reusable
 - Dishwasher safe



Description of Product

- Has a key ring
- Full size set of utensils
 - 5-7” in length; 2-3” when folded
- Retractable with pin to lock in place





Marketing & Sales

Buy 1 get 1 50% at the new beginning of each season

Limited summertime offer: Buy 1 Get 1 Free



Poster Ad 1



Chews us
for your
next
adventure



Poster AD 2



'TENSIL2GO

SAVE THE TIME AND
LEAVE THE WASTE





**Have a knife
day!**

