

'Tensil2Go

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

By Judy, Jasmine, Steven, Carmen, Annabelle



'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

GEOGRAPHICS

urban and rural areas

BUYING PATTERN

- travels frequently
- intentions of protecting the environment

PSYCHOGRAPHICS

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



How does 'Tensil2Go solve this problem?

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





- 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





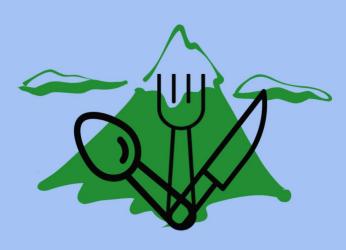
Poster Ad 1



Chews us for your next adventure



Poster AD 2



TENSIL2GO

SAVE THE TIME AND LEAVE THE WASTE





Have a knife day!

