



ThinkFuture BIOPLASTIC COMPANY

**We won't be another brick in the wall,
we'll be the break in the wall!**

INTRODUCTION

AIMS

- help the environment
- replace traditional plastic, benefiting the future
- useful every day

SUMMARY

- We are working towards improving our environment and also our future through introducing eco-friendly products made from bioplastics. ThinkFuture is a unique business that is bringing life changing products into your homes, containing non-toxic components due to the fact it is all manufactured using only organic substances.

CUSTOMERS

- Usually our products are demanded by bakeries, supermarkets and even cafeterias, but they are also accessible to the individuals, who can purchase them from the supermarkets who provide them.

MARKET RESEARCH

- A possible target group for our product could be bakeries, independent sellers, cafeterias and supermarkets.
- A good promotion technique would be to emphasise the benefit of bioplastics on our future
- Lunch bags that are on the market are currently made from a thin plastic made from low density polyethylene, it is estimated that 500 billion to 1 trillion plastic bags are used worldwide each year.
- On average we only recycle 1 plastic bag for every 200 we use

