



Erasmus+

Startch bags

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Bussines idea

Our bussines idea is to change the plastic of bags (like chips or ice cream bags) to potato starch bags.

The potato strach can replace the plastic and it desintegrates in the nature after 4 weeks. We can use it to feed our plants.



Bussines canvas

<p>Campaign goals:</p> <p>Detail the main goals to achieve more brand awareness and perception.</p> <p><i>It covers the world from population.</i></p> <p><i>- Reduce the Fabrication of plastics. - No pollution - Reduce the plastics on the ocean</i></p>	<p>Product/Service:</p> <p>What it does, what it's like, how it works, range, price.</p> <p><i>SEARCH BAGS</i></p> <p><i>STARCH BAGS</i></p> <p><i>One Side</i></p> <p><i>Another Side</i></p> <p>Competition:</p> <p>Identify which brands directly compete in your sector. Know their communication strategy.</p> <p><i>The brands that use plastic bags (Lego, John, etc.)</i></p> <p><i>THE OTHER BRANDS WHOSE BAGS ARE NOT GOOD FOR THE ENVIRONMENT AND WE CAN SAY THAT TO THEM</i></p> <p><i>WE CAN ASSOCIATE TO BIGGER BRANDS LIKE UNILEVER TO GET KNOWLEDGE</i></p>	<p>Value Proposition:</p> <p>What is the promise/'reason why' that our product offers, how does it stand out from the competition?</p> <p><i>Making CHIPS BAGS BY OTHER STARCH. It Degrades quickly</i></p> <p><i>We can use this material for any consumption bags like supermarket bags (Any kind of food)</i></p> <p><i>- We don't use plastic - It doesn't contaminate the environment - You can use it as plants compost</i></p>	<p>Target audience:</p> <p>Who he is, what he does, how he thinks / who he thinks, who buys, who uses the product or service.</p> <p><i>Mostly young people (teenagers, etc...)</i></p> <p><i>- Any consumer that it's hungry would brand to it. Kids</i></p> <p><i>We can use this material for any consumption bags like supermarket bags (Any kind of food)</i></p>
<p>Communication elements and media:</p> <p>Determine a list of communication materials and supports where the campaign will be disseminated.</p> <p><i>- Interesting photos for teenagers in social media. - Funny videos for attracting young people</i></p> <p><i>Brands that use that use</i></p> <p><i>TV advertising. We can post on social media</i></p> <p><i>- TV advertising. - Fullonfull package - Ads for youtube</i></p>		<p>Calendar/timing:</p> <p>Phases of the campaign and when it must be read.</p> <p><i>- The best timing is in summer because people has more time to consume free time</i></p> <p><i>IN SUMMER PEOPLE CONSUME MORE ICE CREAM OR CHIPS</i></p>	

Bussines Logo



COMPLEX LOGO



SIMPLE LOGO

Bussines social media

