

# 生徒課題研究発表資料

## 【第27グループ】

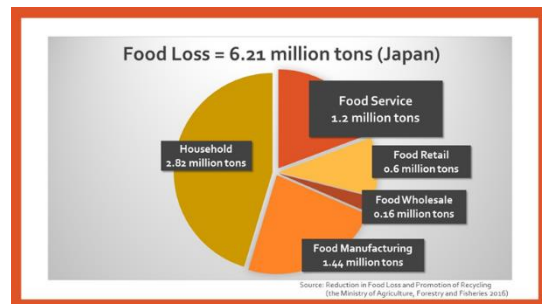
Title: Reducing Food Loss through the Promotion of Doggy Bags

Recently, a lot of food has been thrown away in Japan. In Europe and America, many people use doggy bags, which are containers to take leftovers home, to reduce food loss. Japanese people, however, are embarrassed at using them. We propose a business plan to make and sell more attractive doggy bags. We made trial products and asked 57 people and 2 restaurants in interviews. Our doggy bags are foldable and washable. We made them look modern so that young people would like to use them. The users scan the QR code printed on the doggy bags and can get incentives. We will sell them at restaurants and hotel parties and so on.

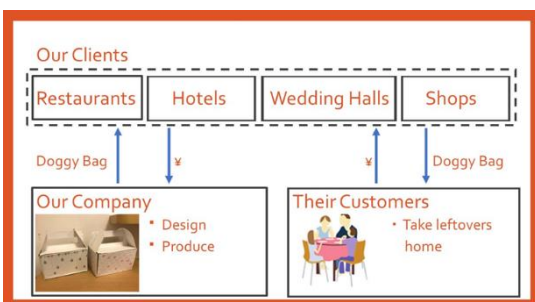
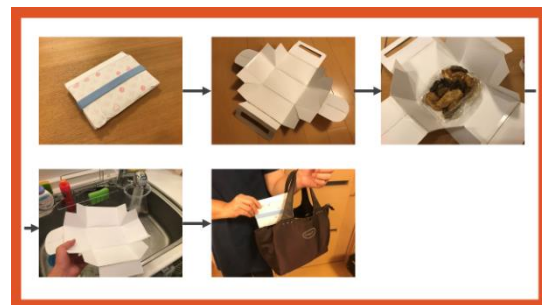
**REDUCING FOOD LOSS  
THROUGH THE PROMOTION  
OF "DOGGY BAGS"**

Sakura High School

Toshiki Watanabe	Mami Matsuo
Shotaro Mikami	Hana Ando
Yurika Kobayashi	Hinako Suzuki
Takashi Hiraoka	Mai Tanaka



1. Trendy
2. Washable
3. Foldable
4. QR code



<p><b>Consumers</b></p> <ul style="list-style-type: none"> <li>Trendy</li> <li>Incentives (Coupons &amp; Discounts)</li> <li>Eco-conscious</li> </ul> <p><b>Japan</b></p> <ul style="list-style-type: none"> <li>Reduce cost for waste management</li> </ul>	<p><b>Our Business Clients</b></p> <ul style="list-style-type: none"> <li>Advertising</li> <li>Repeat Customer</li> <li>Eco-conscious</li> </ul>
--	--

Comparison item	Our Company	Competitor (mean of 4)	
Material (washable)	Polypropylene (O)	Polypropylene (O)	Sugar Cane Fiber (Δ) (water-resistant, One-time use)
Price (yen)	300	905	25
Fashionability	◎	○	△
Microwave-safe	×	○	○
Freezer-safe			



- ### Targets
- (I) Young adults  
(from teens to people in their 20's and 30's)
  - (II) Restaurants, Hotels and Wedding Halls

- ### How to advertise our products
- (I) Crowd-Funding
  - (II) Social Media (Facebook, Twitter, Instagram)
  - (III) Restaurant Sites (Taberogu, Gurunabi, HOT PEPPER, Retty)

### Future Prospects

- produce future variants including different designs, and cheaper microwavable models
- how to prevent food poisoning

**THANK YOU FOR LISTENING**

### Budget

		1 year later (10,000 yen)
Sales		1,006.2
Costs of Sales		670.8
Expenses	Advertising Costs	100.0
	Personnel Costs & Others	100.0
	Total	200.0
Profit		135.0