Your Name

Instructor Name

Course Number

Date

Title: Subtitle

# Question 1

Given the toll non-biodegradable plastic use has taken on the planet and our health in the past century, most organizations and businesses are going out of their ways to reduce waste and go green. One such organization is Modern Twist, a company that uses silicone instead of plastic to reduce the use of plastic ware in society, considering silicone is biodegradable and recyclable (Berro et al.).

# Question 2

Kat Nouri, the mind behind Modern Twist, brought a change a decade ago with streamlining the use of silicon-based houseware, as opposed to plastic-based. This reduced the prevalence of plastic use in society in general and made people turn towards silicone. This change is being enforced by society’s desire to make this planet whole again and refrain from plastic pollution.

# Question 3

The new business strategy integrated into its present strategy by Modern Twist is the elimination of single-use Ziploc bag. Thus, in order to remedy the situation with plastic pollution, Nouri produced “Stasher”. Stasher is a silicone-based Ziploc alternative that can be placed in hot water, freezer and even the microwave safely, without losing its shape (Chhabra).

# Question 4

With Stasher, Nouri aims to provide an alternative to plastic pollution caused by Ziploc bags. Given that the product is washable and reusable, it is rather effective at reducing plastic waste altogether (Chhabra).

# Question 5

According to Nouri, she primarily used Social Media platforms, like *Instagram* to bring awareness to the issue and introduce Stasher to the masses. While she is not social media savvy herself, she has chosen to hire people from within her circle of employees for Modern Twist whom she believes to be a good fit.

# Question 6

At present, Stasher is marketing itself as an alternative, reusable storage bag that is alternative to plastic and can help make the planet better. Unlike Ziploc bags, the ones that it aims to replace, Slasher is trying to market itself as a product that can be used as a storage bag in various ways. It can be used for school supplies, luggage, kitchen use and even to store food. With diverse use, it is gathering a name for itself which, with the increase is its audience, will be effective in reducing the use of single-use plastics.

Works Cited

Berro, Soumaya, et al. “From Plastic to Silicone: The Novelties in Porous Polymer Fabrications.” *Journal of Nanomaterials*, vol. 16, no. 1, 2015, p. 123.

Chhabra, Esha. “This Company Wants To Eliminate Single-Use Plastics.” *Forbes*, https://www.forbes.com/sites/eshachhabra/2019/08/25/this-company-wants-to-eliminate-single-use-plastics/. Accessed 30 Aug. 2019.