

SECRET

COUNTRY: ITL
CANADA

PROJECT OR CONCEPT NAME: LOW WEIGHT PRODUCTS

COMPANY PRIORITY: 5

GROUP PRIORITY:

PROJECT OBJECTIVES:

1. Player's Light stick
2. 80gm stick
3. Superroll (170gm for 200 units)
4. Superroll (130gm for 200 units)

CONSUMER NEED/TARGET MARKET:

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