

# Diet Plate System



Hybrid Offering	
<b>Brief description</b>	The Diet Plate is a weight management system combining plates for portion control with an eight-week weight management course and supplementary online services.
<b>Hybrid offering's industry</b>	Wellness
Company details	
<b>Trade Diet Plate Ltd</b> <a href="http://www.thedietplate.com">www.thedietplate.com</a>	Trade Diet Plate is a producer of plates for weight control. The company is present in the UK, USA and Canada and has its headquarters in Derbyshire, England.
<b>Company's industry</b>	Wellness
<b>Country of origin</b>	UK
Dimensions	
<b>Product dimension</b>	Various plates are available, all of which with measured boundary for starchy carbohydrates and protein on their surface. Rather than changing the content of the customer's daily food plan, the plate teaches its customer to eat in a calorie-controlled portion size.
<b>Service dimension</b>	To supplement the usage of the plate, an eight-week weight management course is offered from the Club Diet Plate (official community platform). Also available online are instructions, dietician's advice, and body mass index calculator.
<b>Other links</b>	<a href="http://www.thedietplate.com/cdp.html">http://www.thedietplate.com/cdp.html</a>
Other Crucial Dimensions	
<b>Community as service</b>	Yes
<b>Target market</b>	B2C
<b>Revenue model</b>	Product-based

## Images

Product dimension



Service Dimension

