New Product Development Project Brief

Document No. : IBH-F155

Declared Date: 26/01/15



Customer & Product Requirements					Tel: 02-3151074 Ext: 301 Fax: 02-7051573		
BRAND	OP			PRODUCT TYPE Make Up		UCT CODE 23692	PROJECT REF. NO.
PROJECT NAME	Beneficial L	ipstick - KISS FROM A ROSE	SHEE			ET GROUP 18-35	COMPARE WITH OEM [YES / NO]
PRODUCT CONCEPT	1.0 00						
PRODUCT BENEFIT	สีทาปากสูตร	น้ำที่ให้การติดทน พร้อมลิปกลอง	สที่ช่วย	เพิ่มความชุ่มชื้นให้ริมฝีปาก	อวบอิ่ง	มเป็นประกายแวววาว	
- 10 5							
Formulation R	equirements	5					
ACTIVE INGREDIENT _					TEXTURE Other		
REF. PRODUCT / BENCH	HMARK (PLEASE IDE	Kiss From a Rose She	eny Ti	nt & Gloss			
TOTAL COLOR		detail of color แคง,ส้มอมน้ำตาล,ชมพูเข้ม			REF. OF COLOR		
TOTAL FRAGRANCE 0	FRAGRANCE TYPE OR CONCEPT				REF. OF FRAGRANCE		
Special Test F	Requirement	S					
EFFICACY TEST					COMPARING WITH OEM OR BENCHMARK / OTHERS		
REASON OF USE	N OF USE To claim in advertising media				Others		
To compare with OEM/Benchmark							
PRIMARY PACKAGING			sencn	тагк			
	ร่วมกับ 2265					With an outer box	Without an outer box
Target Cost &							
TARGET BULK COST [BA		NET QUANTITY [g or ml] 4.5g x 2	FIRS	order [PCS] 5,000	TARGE	ET LAUNCH DATE 30/1	1/2009
Authorization o	of Customer						
NPD COORDINATOR		PRODUCT EXECUTIVE	PROI	DUCT/CATEGORY MANAGER	MARKETING MANAGER/DIRECTOR		CEO
DATE		DATE		DATE			DATE
Customer Ser	vice/KM	M IBHS Project Review & Authorization					
TARGET ON STOCK DAT	Product Specification & Regulation Resources [Researcher, Equipment, Infrastructu						
CS COORDINATOR		Skin Care		Hair Care/Toiletries		Make-up	JOB REFERENCE NO.
CS MANAGER/KM		CUSTOMER SERVICE/IBHS	RESE	ARCHER	DEPT.	MANAGER	DIRECTOR OF IBHS
DATE		DATE		DATE			DATE