

# 1. Overview

1.1. Do you have a project allocated for the brief?

1.3. Select Category

1.5. Select Business Unit

1.6. Select Country

1.7. Markets for the project

1.8. What are the expected launch date per market?

## 2. About the Fragrance

2.4. Before proceeding please confirm you have smelled few in market products along with your CBFMs.

## 3. About the Consumers

## 4. About the Investment