


PROJECT BRIEF: NEW PRODUCTS & LINE EXTENSIONS					
Project name :			Date :		
Hub: India	Division: Pharma	Category: Face Care	Initiated By: Kiran Kumar	Initiated Date: 12/04/2022	

1. Business Objective

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2. Product Positioning :

2a.Target Consumer		
2b. Competitive Offerings :		
2c. Unmet Need:		
2d. Himalaya positioning with product features and benefits:		
Product	Expected Features	Expected Benefits

3. Product Profile

3a. Formulation Profile:								
Product	Desired Ingredients	Indication / Conditions	Must have claims	Nice to have claims	Dosage Form	Benchmark Products	Desired Product Characteristics	Benchmark Product Image

3b. Packaging Profile:									
Product	SKU	Primary Packaging	Secondary Packaging	Tertiary Packaging	Benchmark Products	Desired Packaging Characteristics	Others (If any)	Mould	Images Upload

4. Business Information

Product	SKU	Proposed Name's	Proposed launch date	Proposed SP	Proposed TP	Proposed MRP	Expected GP	Business Value(Y2*PSP)	M1	M2	M3	Y1	Y2	Y3	UOM

5.Initiator Remarks:

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