


| PROJECT BRIEF: Reformulation | | | |  |
|------------------------------|-------------------------|--------------------------|-------------------|---|
| Project name : 213123213 | | | Date : 10-03-2023 | |
| Hub: APAC | Division: Animal Health | Category: COMPANION CARE | Initiated By: EU | Initiated Date: 22-02-2023 |

Product Description :

| Existing Brand Name | New Brand Name (if applicable) | SKU |
|---------------------|--------------------------------|-----|
| sadasd | dasdsa | |

Project Details :


| | |
|--|--------|
| Business Rational (Reason for Proposed change) | asdasd |
| Benchmark samples – Formulation | |
| Benchmark samples Image | |
| Desired Indications | |
| Desired Dosage Form | |

Additional Formulation Requirements :

| Shelf life | Free from | Others |
|------------|-----------|--------|
| | | |

Business Information :

| Product | SKU | Proposed launch date | Proposed SP | Expected COGS | Proposed MRP | Currency | Expected GP % | Business Value(Y2 *PSP) | M1 | M2 | M3 | Y1 | Y2 | Y3 | UOM |
|---------|-----|----------------------|-------------|---------------|--------------|----------|---------------|-------------------------|----|----|----|----|----|----|-----|
| sadasd | 2 | 22-02-2023 | 2 | 2 | 2 | | 3 | 6 | 3 | 3 | 3 | 33 | 3 | 3 | ml |

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Product Profile: Packaging Profile

| Sl No. | Product | SKU | Primary Packaging | Secondary Packaging | Tertiary Packaging | Benchmark Products | Desired Packaging Characteristics | Others (If any) | Mould |
|--------|---------|-----|-------------------|---------------------|--------------------|--------------------|-----------------------------------|-----------------|-------|
|--------|---------|-----|-------------------|---------------------|--------------------|--------------------|-----------------------------------|-----------------|-------|

Images Upload

Initiator Remarks:

initiator ankith