


PROJECT BRIEF : NPDPB242460				
Project Name : Fresh Mentz for y1 y2 y3				
Hub : HUSA	Division : Animal Health	Category : Aquaculture	Initiated By : Renganathan	Initiated Date : 13-11-2024

Business Objective
Fresh Mentz for y1 y2 y3

Product Positioning

Target Consumer	Fresh Mentz for y1 y2 y3
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Competitive Offerings
Fresh Mentz for y1 y2 y3


Unmet Need
Fresh Mentz for y1 y2 y3

Product	Expected Features	Expected Benefits	SKU
Fresh Mentz for y1	Fresh Mentz for y1 y2 y3	Fresh Mentz for y1 y2 y3	y1_ml

Product Profile

Formulation Profile

Product : Fresh Mentz for y1			
Benchmark Products : Fresh Mentz for y1 y2 y3 Fresh Mentz for y1 y2 y3	Desired Ingredients : Fresh Mentz for y1 y2 y3	Indication / Conditions : Fresh Mentz for y1 y2 y3	Dosage Form : Fresh Mentz for y1 y2 y3
Nice to have claims : Fresh Mentz for y1 y2 y3 Fresh Mentz for y1 y2 y3 Fresh Mentz for y1 y2 y3	Must have claims : Fresh Mentz for y1 y2 y3	Desired Product Characteristics : Fresh Mentz for y1 y2 y3	

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Packaging Profile

Product : Fresh Mentz for y1			SKU : y1_ml
Primary Packaging : 1	Secondary Packaging : 1	Tertiary Packaging : 1	Mold : New
Benchmark Products : 1	Desired Packaging Characteristics : 1	Others (If any) : 111	


Sustainability

Product	What sustainability goals are targeted?	Reusable	Recycle	Reducing	Recovering
Fresh Mentz for y1	1	1	1	1	1

Business Information

Y1 Total Business value (USD)	\$13,431
Y2 Total Business value (USD)	\$121
Y3 Total Business value (USD)	\$121

Product : Fresh Mentz for y1			
SKU : y1_ml	Proposed launch date : 13-11-2024	Proposed SP : 121	Expected COP : 11
Proposed MRP : 11	Currency : INR	Expected GP % : 1	Business Value(Y2*PSP) : 121
M1 : 1	M2 : 1	M3 : 1	M4 : 11
M5 : 1	M6 : 1	Y1 : 111	Y2 : 1
Y3 : 1	UOM : ML		

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Initiator Remarks

Fresh Mentz for y1 y2 y3Fresh Mentz for y1 y2 y3Fresh Mentz for y1 y2 y3Fresh Mentz for y1 y2 y3Fresh Mentz for y1 y2 y3
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Renganathan
13-11-2024