


PROJECT BRIEF : NPD – PB242094				
Project Name : Himalay dog and cat food				
Hub : METAP	Division : Consumer Product	Category : CPD Others	Initiated By : Manjunath s Patil	Initiated Date : 18-01-2024

<b>Business Objective</b>  No Business objective
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**HUB Remarks**

HUB Name	Remarks
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**Product Positioning**

<b>Target Consumer</b>	Dog and Pet owners test3
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<b>Competitive Offerings</b>  No compettevie offerings
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<b>Unmet Need</b>  Unmmet need
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Product	Expected Features	Expected Benefits	SKU
Dog food	none	none1	1kg
cat food	none	none2	2kg

**HUB Remarks**

<b>HUB Name</b>	INDIA
<b>Remarks</b>  none	

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## Product Profile

## Formulation Profile

<b>Product :</b> Dog food			
<b>Benchmark Products :</b> None	<b>Desired Ingredients :</b> none	<b>Indication / Conditions :</b> None	<b>Dosage Form :</b>
<b>Nice to have claims :</b> None	<b>Must have claims :</b> None	<b>Desired Product Characteristics :</b>	

## HUB Remarks

HUB Name	Remarks
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## Packaging Profile


<b>Product :</b> Dog food			<b>SKU :</b> 1kg
<b>Primary Packaging :</b> None	<b>Secondary Packaging :</b>	<b>Tertiary Packaging :</b>	<b>Mold :</b> New
<b>Benchmark Products :</b>	<b>Desired Packaging Characteristics :</b>		<b>Others (If any) :</b>

## HUB Remarks

HUB Name	Remarks
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## Sustainability

Product	What sustainability goals are targeted?	Reusable	Recycle	Reducing	Recovering
Dog food	None				

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### HUB Remarks

HUB Name	Remarks
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### Business Information

<b>Total Business value (USD)</b>	\$48,686
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<b>Product :</b> Dog food			
<b>SKU :</b> 1kg	<b>Proposed launch date :</b> 31-05-2024	<b>Proposed SP :</b> 180	<b>Expected COP :</b> 150
<b>Proposed MRP :</b> 200	<b>Currency :</b> INR	<b>Expected GP % :</b> 35	<b>Business Value(Y2*PSP) :</b> 2,700,000
<b>M1 :</b> 2000	<b>M2 :</b> 3000	<b>M3 :</b> 4000	<b>M4 :</b>
<b>M5 :</b>	<b>M6 :</b>	<b>Y1 :</b> 12000	<b>Y2 :</b> 15000
<b>Y3 :</b> 18000	<b>UOM :</b> ml		

### Other HUB's Business Information

<b>Product :</b> Dog food			
<b>HUB :</b> INDIA	<b>SKU :</b> 1kg	<b>Proposed launch date :</b> 19-04-2024	<b>Proposed SP :</b> 90
<b>Expected COP :</b> 70	<b>Proposed MRP :</b> 120	<b>Currency :</b> INR	<b>Expected GP % :</b> 35
<b>Business Value(Y2*PSP) :</b> 1,350,000	<b>M1 :</b> 250	<b>M2 :</b> 350	<b>M3 :</b> 450
<b>M4 :</b>	<b>M5 :</b>	<b>M6 :</b>	<b>Y1 :</b> 12000
<b>Y2 :</b> 15000	<b>Y3 :</b> 18000	<b>UOM :</b> kg	

### HUB Remarks

HUB Name	Remarks
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## HGML Data

Product Name	Participating Markets	Project Priority	Project Categorization	Remarks
Dog food	Bangalore	Low	NPD	
cat food	Bangalore	Medium	NPD	

## Fine Screening Data

<b>Product Name:</b> Dog food							
Complexity to be Assigned	R&D Name	Project lead	Target 1st Prototype submission date	Target TTD completion date	Target production date	Major Risk if any	Remarks
Medium	India	tp009					None remarks

## Initiator Remarks

please find the project brief
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Initiated By (Marketing)	Approved By (HGML)	Accepted By (INDIA)	Accepted By (R & D)
Manjunath s Patil	Akhila	Manasa R	Manikantha
18-01-2024	18-01-2024	18-01-2024	18-01-2024

Akhila  
04-03-2024