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| **Tutor Name** | Richa Katiyar |
| **Location** | HUL, Mumbai |
| **Project objective**   * What is it? Why is it important? | * To prepare global tracker for Unilever international laundry powder portfolio to map formulation, packaging formats, sourcing units and key competition. * It will help in future projects to propose mix/pack for new markets. * Leverage learning from one market for another |
| **Key deliverables/milestones**   * What do we have to produce? e.g. reports, analyses, methodologies * What will the trainee implement? | * Excel Tracker with pivot * Should capture global UI markets * All existing formulations/pack under type 1,2,3,4 projects * Competition mapping with UL brand |
| **Success criteria**   * How will we know if it is successful? * What are the key KPIs? | * Should capture all parameters of given scope * Should be user friendly. * Present to UI R&D lead and team to adapt in other categroies |
| **Team members**   * Who will be key stakeholders for the trainee? | Richa Katiyar (R&D)  Uttam Mishra (R&D)  UI BG Marketing and SC |