

## **Organic BPS**

### **Project Brief Document (PBD)**

Date:	2019-10-28	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Fazil
Project Title :	Cascia Invitation		
Category:	Brand Design		

#### **Background**

Dream Flower is a prominent builder in Kochi who completed 50 projects on time in Kochi and its vicinity. Prompt and timely delivery of projects on time is a highlighted point about the builder. Cascia is the 55th project located at Iyattil Jn. Stone laying ceremony of Cascia is on 07.11.19. They need an invitation for the same

#### **Communication Objective**

Goal of this project is to invite the well wishers of Dreamflower to the stone laying function of Cascia.

#### **Target Audience**

Everyone

#### **Focus of Communication**

The customer should get the feel that the builder is solid and trustworthy. The company launching new projects in residential locations and handing over affordable luxury homes on the promised time. A customer who is looking for a new luxury home in the mid sized/mid budgeted segment, Dream Flower shall be their first choice in Kochi.

#### **Proposition**

NA

#### **Reasons why consumers will believe/buy**

NA

#### **Deliverables/Execution Specifics**

We are happy to invite you with family for the foundation stone laying Ceremony of our 55th Project Dreamflower Cascia, Iyyattil Junction, MG Road. Date : 7th November 2019 Time : 7:30 am Venue : Dreamflower Cascia, Iyyattil Junction, MG Road We request your esteemed presence and blessings on this auspicious occasion. RSVP: Bibitha Akhil - 9946105442 Krishna Kumar - 9946105448

**Check List**

attached previous project's invitation

**Comments if any**

NA

**Deadline**

30.10.19