

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-03	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Certificates		
Category:	Printing		

Background

Certificates needed for 1. sales star of the month 2. engineer of the month 3. service star of the month 4. clean work space of the month

Communication Objective

Certificates needed for 1. sales star of the month 2. engineer of the month 3. service star of the month 4. clean work space of the month

Target Audience

Employees

Focus of Communication

Certificates needed for 1. sales star of the month 2. engineer of the month 3. service star of the month 4. clean work space of the month

Proposition

Certificates needed for 1. sales star of the month 2. engineer of the month 3. service star of the month 4. clean work space of the month

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Certificates needed for 1. sales star of the month 2. engineer of the month 3. service star of the month 4. clean work space of the month 15 nos

Check List

NA

Comments if any

NA

Deadline

03.10.2019