

## **Organic BPS**

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

|                 |                                       |                  |             |
|-----------------|---------------------------------------|------------------|-------------|
| Date:           | 2019-09-30                            | BRP:             | Sameera Lal |
| Brand:          | Dreamflower Housing Projects Pvt.Ltd. | Contact Person : | Ruksana     |
| Project Title : | ID Card                               |                  |             |
| Category:       | Printing                              |                  |             |

#### **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.

#### **Communication Objective**

Goal of the Project is to identify the staff & their designation at a glance

#### **Target Audience**

Everyone

#### **Focus of Communication**

We have done the ID Cards earlier. We have to do the same & print

#### **Proposition**

NA

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

NA

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

Medium - Printing Size - we have already done the same ID card. We have only to send the same & get confirmation from them & to print. We have to do 2 id cards - Raji U. - Site supervisor technical, Rajesh kumar V.J. - Manager site administration

**Check List**

1. Attached the reference ID card

**Comments if any**

NA

**Deadline**

30.09.19