

Organic BPS
Project Brief Document (PBD)

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|-----------------|--------------------|------------------|----------------|
| Date: | 2019-10-09 | BRP: | Swetha Umesh |
| Brand: | ASSET HOMES | Contact Person : | Ankitha Joseph |
| Project Title : | HR Handbook Design | | |
| Category: | Brand Design | | |

Background

Need to design an HR handbook

Communication Objective

Need to design an HR handbook

Target Audience

Need to design an HR handbook

Focus of Communication

Need to design an HR handbook

Proposition

Need to design an HR handbook

Reasons why consumers will believe/buy

Need to design an HR handbook

Deliverables/Execution Specifics

The content is given, need to design the same.

Check List

NA

Comments if any

NA

Deadline

11.10.2019