

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-15	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Tintu Krishnan
Project Title :	Magnum Opus Brochure		
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. Magnum Opus is the 59th & new project which had stone laying on 1st of September. They need a brochure for this project

Communication Objective

Goal of the brochure is to generate maximum sales for the new project Magnum Opus and also want to cement their position as the prompt and timely builder in Kochi who delivered their 50th project also on time.

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

50 completed projects itself is a remarkable achievement. Keep on delivering promises are the prime quality of any builder.

Deliverables/Execution Specifics

Need Brochure. Previous brochure size. matter attached. plans will send soon

Check List

matter attached

Comments if any

NA

Deadline

15.10.19