

**Organic BPS**  
**Project Brief Document (PBD)**

Date:	2019-10-11	BRP:	Sameera Lal
Brand:	International Hotel	Contact Person :	Peter K Chacko
Project Title :	Print file of 22 products		
Category:	Printing		

**Background**

International Hotel is a business class hotel in the heart of cochin. They need print material of 22 products which have already done

**Communication Objective**

International Hotel is a business class hotel in the heart of cochin. They need print material of 22 products which have already done

**Target Audience**

NA

**Focus of Communication**

NA

**Proposition**

NA

**Reasons why consumers will believe/buy**

NA

**Deliverables/Execution Specifics**

International Hotel is a business class hotel in the heart of cochin. They need print material of 22 products which have already done

**Check List**

will send the matters separately

**Comments if any**

NA

**Deadline**

11.10.19