

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-16	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Fazil
Project Title :	safety board		
Category:	Outdoor		

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. They need a safety board of 4 width X 2 height

Communication Objective

Goal of the board is to inform the people about the safety rules at the site

Target Audience

Everyone

Focus of Communication

This should be done in a manner so that everyone understands the safety rules

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Dreamflower need safety board of 4 width X 2 height. attached matters which we should place in it. we have to do two boards conveys the attached matter

Check List

previous boards

Comments if any

NA

Deadline

18.10.19