

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-14	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	SCMS group brochure		
Category:	Printing		

Background

SCMS is a pioneer institution in the field of education. The SCMS has different courses in offer like management, polytechnic, Biotechnology, Engineering, and undergraduate courses. They need us to work on a corporate brochure which will have the complete details about their courses and about the SCMS GROUP.

Communication Objective

The communication objective is to communicate with everyone the courses they have in there with the details provided in detail.

Target Audience

Students, parents, well-wishers, admission candidates

Focus of Communication

The focus of communication is to give the target audience and other well-wishers the complete details of the work.

Proposition

The proposition is to give the details like placement, courses and other details regarding the SCMS to the target audience

Reasons why consumers will believe/buy

The target audience will be curious to know about this brand and this brochure will have complete information about the brand SCMS.

Deliverables/Execution Specifics

28 WX 21 height print brochure and EPDF of the same for the website. Refer to the brochure doc they provided for reference.

Check List

www.scmsgroup.org

Comments if any

Please refer to the brochure reference given by them for content and please plan a brochure with a modern outlook and different from what they did earlier

Deadline

15-10-2019