

CUSTOMER/BRAND:

PROJECT NAME / CONCEPT:

DESCRIPTION:

- 
- 
- 

TEAM MEMBERS:

MARKET SURVEY:

- Target Market:
- Consumer Group:
- Competitors:
- Certification requirements:
- SWOT Analysis
- Target Costs (incl. tooling, testing, certification, production, packaging, transportation, advertising, distribution, ...):
- Target Price (placement within market):
- Forecast: (lifespan of product /weeks/month/years)

PROJECT TIMELINE:

- STARTING-
- 2D/3D DRAWING-
- PROTOTYPING-
- TOOLING-
- T1 /T2 /T3/T4-
- FIRST SAMPLE-
- DEBUT (tradeshaw)-
- QA Specifications-
- PRODUCTION-
- DELIVERY- 111105