



# Project Briefing:

New Product Idea:



# Project briefing

The goal of this project briefing is to inform all stakeholders working on the new product on all aspects that are relevant and required to make the development, manufacturing and launch of this new product a great success.



## Project name

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## Start date

Development starts at:



## Product idea description

- .....
- .....
- .....
- .....
- .....
- .....

# Business rationale

## Why is this new product needed, what does it bring to your business:

[illegible]

# High level business case

- o Sales expectation
  - Annual quantities: .....
  - Total net sales: .....
  
- o Margin expectation
  - Margin Currency:.....
  - Margin in %: .....
  
- o Target cost price: .....
  
- o Target Selling price: .....
  
- o Estimated Development costs: .....
  
- o Target Return on Investment: .....

# High level planning:

o Product concept phase: start: .....finish:  
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o Product sample phase: start: .....finish:  
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o Testing phase: start: .....finish:  
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o Manufacturing: start: .....finish:  
.....

o Ramp-up: start: .....finish:  
.....

o Product launch: start: .....finish:  
.....

# Project team members:

Name:  
Role:

Name:  
Role:

Name:  
Role:

Name:  
Role:

Name:  
Role:

Name:  
Role:

Name:  
Role:

Name:  
Role:

## Product/project details

## What are you going to deliver as final product?

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## Product/project details

How are you going to assure the quality of this new product?

[illegible]



# Notes:

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