DEFINE / REV 1.0 / EN

Product Development Brief

Complete the commercial objective first. Use Match / Improve / Differentiate / Avoid for benchmarks and Must / Should / Nice for requirements. Separate retail price from target product cost. Agree success criteria and the decision-maker before sampling.

01 Project & commercial objective

Project ID / revision / date

Company / contact / decision-maker

Target user / channel

Product purpose / job to be done

Positioning / competitive frame

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Product Development Brief

Define the product objective before formulation begins.

02 Benchmark & performance

Benchmark product / version

MATCH: what should remain comparable?

IMPROVE: what should be better?

DIFFERENTIATE: what should feel different?

AVOID: what should not be reproduced?

MUST requirements / measurable acceptance criteria

SHOULD requirements

NICE TO HAVE requirements

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Product Development Brief

Define the product objective before formulation begins.

03 Commercial product & approval

Target purchase cost / currency / basis

Target retail price / currency / tax basis

First order / annual forecast / units or litres

Packaging / pack size / closure

Markets / languages / proposed claims

Sample / production / launch timing

Approval owner / approval criteria / next action