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| **Project Name:** |  | [ ]  **N**ew Product[ ]  **Q**uality Issue[ ]  **M**anufacturing [ ]  **C**ost Savings[ ]  **R**&D[ ]  **O**ther (Please Specify)  | **CFI Copy**:[ ]  DZEVCHIK**CC:**[ ]   |
| **Project Number:** |  |
| **Revision #** |  |
| **Initiated By:** |  |
| **Date Initiated:** |  |
| **Volume Impact:**  |  |
| **Due Date:** |  |

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| **Stage:** [ ]  Screen [ ]  Feasibility [ ]  Development [ ]  Scale-up [ ]  To Market [ ]  Review |

**Objective**: **If applicable, Attach documents**

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| [ ]  Competitive Review[ ]  New Formulations[ ]  Nutritionals [ ]  Bench top testing [ ]  Pilot Plant trials[ ]  Formula Optimization  [ ]  Viscosity [ ]  Color [ ]  Texture [ ]  Flavor [ ]  Functionality[ ]  Manufacturing Instructions[ ]  Finished Product Specifications[ ]  New Raw Material Vendor[ ]  Product Format  | [ ]  Kosher Issues[ ]  Shelf-Life Data[ ]  Regulatory Info[ ]  Raw Material Identification[ ]  Packaging[ ]  Specification Adjustments [ ]  Ingredient Declarations[ ]  Formulation Development[ ]  Process Development[ ]  Statistical Analysis[ ]  Rate Verification[ ]  New Vendor Qualification[ ]  Target Work[ ]  Consumer preference  | [ ]  Other, please specify[ ]  [ ]  [ ]   [ ]  [ ]  [ ]  [ ]  [ ]  [ ]  [ ]  [ ]   |

### Marketing Input Project Sheet

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| **Project Name:** |  |
| **Project Number:** |  |
| **Date:** |  |

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#### Project Objective

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### **Product Concepts**

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**Consumer Targets**

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#### Volume

|  |  |
| --- | --- |
| Market Size |  |
| Key Competitors |  |
| Current Market Trends |  |
| Expected Incrementality |  |
| Source of Volume |  |
| Volumetric Test Results |  |
| Share Assumptions |  |

#### Financial Targets

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| --- | --- |
| COGS |  |
| Shelf Price |  |
| Pricing Studies |  |

#### Time Line

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| --- | --- | --- |
| Stages |  | Key Dates |
| Screen |  |  |
| Feasibility |  |  |
| Development |  |  |
| Scale-Up |  |  |
| To Market  |  |  |
| Review |  |  |

#### Decision Hurdle Criteria

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##### Project Initiation Request Form

1. All project work must have a project request form filled out
2. Change to project scope will require revision form to be filled out with new goals.
3. Each stage of project work must have cover attached indicating phase of project. Use Project Request form.

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| **Stage:** [ ]  Screen [ ]  Feasibility [ ]  Development [ ]  Scale-up [ ]  To Market [ ]  Review |

1. The author is project leader/owner
2. All project requests must have appropriate sign off(s) prior to project launch.
3. All data coming in from CFI will be sent to the attention of Designated individual(s).
4. Review and status will occur during weekly conference calls.

**Example:**

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| **Project Name:** | New Project | [x]  **N**ew Product **(N)**[ ]  **Q**uality Issue **(Q)**[ ]  **M**anufacturing **(M)**Example[ ]  **C**ost Savings **(C)**[ ]  **R**&D **(R)**[ ]  **O**ther (Please Specify) **(0)**  | **CFI Copy**:[ ]  DZEVCHIK[ ]   **CC:**[ ]   |
| **Project Number:** |  **N**-001A  |
| **Revision**  | A |
| **Initiated By:** | B. Smith |
| **Date Initiated:** | MM/DD/YY |
| **Volume Impact:**  | 1MM cases |
| **Due Date:** | MM/DD/YY |

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| **Stage:** [x]  Screen [ ]  Feasibility [ ]  Development [ ]  Scale-up [ ]  To Market [ ]  Review |

**Objective**: IF applicable, Attach **Marketing Input Project Sheet**

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