

INTERNATIONAL PROJECT WORKSHOP – PROJECT ASSIGNMENT		
NAME OF THE COMPANY	L'Oréal	
NAME OF THE PROJECT	New product launch for DM	
PROJECT DESCRIPTION		
<p><i>In the role of the product manager the goal of the project is to launch new product on the market with focus on the biggest retailer in the country – dm drugstore. The task is to clearly understand the given product, its target audience as well as the target audience of the retailer. Taking these two in consideration the goal is to create the launch campaign which will be activated in the digital media, as well as in the environment of the retailer. Think of in-store, as it still represents the bigger weight on turnover, but bear in mind the importance of online and think about how we can activate our consumers there.</i></p>		
PROJECT SPECIFICATION		
Goal	Launch new product in dm drugstore – create awareness and activate within online and offline environment to drive trial of the product	
Methods	Qualitative and quantitative analysis of shopper and consumer – focus group, online questionnaire	
Tools	N/A	
Inputs/Sources	Product information, retailer information, dm website, publicly available information	
Expected output	Marketing launch plan of the product – presentation with details on how to activate touchpoints – digital media, dm e-shop and dm in-store	
Acceptance criteria	Understanding of the product Shopper and consumer behaviour analysis Relevancy of launch plan to above stated	
Project boundaries	<p>The scope of project includes period of maximum 6M after the launch of the product, digital media activation, activation within dm online and offline environment.</p> <p>Out of scope: offline activation other than connected with dm in-store</p>	
Milestones	Key findings about shopper and consumer Creation of brief for the campaign Launch plan	
Other important information	Do not limit yourself with budget, but please consider what weight of budget would you allocate to each activity within the project.	
REQUIREMENTS FOR PARTICIPANTS (What are the key abilities students should have in order they can handle with the project)		
Must have	Good to have	Additional advantage

<p><i>Analytical thinking, Creativity and problem solving, Entrepreneur mindset, Adaptability,</i></p>	<p><i>Project management, Time management, Decision making, Storytelling</i></p>	<p><i>Digital marketing skills, graphic design skill set</i></p>
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