**COMPANY INITIATIVE – PROJECT DESCRIPTION**

Please complete all fields

|  |  |
| --- | --- |
| **EXPORTER:** |  |
| Contact person: |  |
| Telephone: |  |
| E-mail address: |  |

|  |
| --- |
| **MARKET:** |
| Product: |
| Store/chain: |
| Name of agency used for development and implementation of activity: |
| What is the objective of the activity? |
| Description of the activity (Be as detailed as possible. Attach material if it is already developed): |
| Date, time and address of the activity (Attach address list or use exhibit 2 if product demonstrations are included): |
| Total cost and cost per element (Attach budget or use exhibit 3 to present a cost breakdown): |
| Other: |

## Exhibit 1: Communication

Attach pictures or drafts of the material that will be developed and used during the activities

## Exhibit 2: Address list

|  |  |  |
| --- | --- | --- |
| **Address** | **Date** | **Time** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Example:

|  |  |  |
| --- | --- | --- |
| ***Address*** | ***Date*** | ***Time*** |
| *Carrefour Via Sacra 1* | *10.10.2015* | *10:00-16:00* |

## Annex 3: Budget

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **# of units** | **Cost per unit** | **Costs** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Total cost** |  | |  |

*Example*

|  |  |  |  |
| --- | --- | --- | --- |
| ***Item*** | ***# of units*** | ***Cost per unit*** | ***Costs*** |
| *In-store demo* | *10* | *320€* | *3200€* |
| *Roll-ups* | *2* | *100€* | *200€* |
| *Recipe brochures* | *2000* | *0,5€* | *1000€* |
| ***Total cost*** |  |  | ***4400€*** |