

## **Project Brief**

Providing the following information will help the CIA Consulting team better understand your organization, objectives, and customers, and assemble the right experts and resources for your project. Please feel free to use as much space as you need to describe your project and ideas.

Please return your completed project brief to David Kamen, Program Manager for CIA Consulting, at [d\\_kamen@culinary.edu](mailto:d_kamen@culinary.edu)

### **Background**

Set the stage with a global overview of the concept. Include a list of key players and their professional backgrounds as appropriate.

### **What We Want to Do**

Describe the vision and mission of the project. Paint a broad picture with goals and objectives.

### **Market Movement**

Describe current trends in the marketplace and the indicators that support the concept's goals. Include qualitative statements that speak to customer excitement for this concept. Is the market exploitable? Does the market have the resources to support such a concept and price points?

### **Opportunities**

Describe in specific terms what the market opportunities are.

### **The Idea**

What do you want to create? Why is it different from anything else on the market? What value does it bring to the consumer? Why should they buy/use your product/service? Identify the “white space”—the market share that is unoccupied by competitors. Describe what potential customers are looking for and why this concept fills the niche. What does the menu look like? What is the core philosophy?

### **Key Differentiators**

It is not enough to be differentiated from competitors relative to the concept alone. Differentiation of a brand must also be embodied in a “signature” item or items. Please describe your key differentiators. Is your product rare? How many others are there like it in your market or other markets? Is it imitable? Are you imitating another product or can/will someone imitate you? Is it substitutable? What are your potential clients doing now? What would they do without your product?

### **Measures of Success**

Describe how you will measure the success of your concept. For example, a success for a store concept can be defined as: 1) quickly creating a “buzz” about the concept in an anchor location and the surrounding area, 2) establishing the concept as a “destination” attracting customers from outside normal traffic patterns, 3) creating a “must have” scenario.

**Competition**

Who are your major competitors? What is unique or rare about them? Why are your target clients going there and how will you take them to your concept?

**Expectations of CIA Relationship**

Describe what you hope to achieve from your work with CIA Consulting. For example: create a successful new menu concept; gain insight into best practices, channels of distribution, optimum consumer demographics, and consumer attitudes/expectations; optimize an existing concept in the marketplace.