

# OVERVIEW OF PDP PHASES

## 1 PHASE



### PDP KICKSTART

- Select brand & define product
- Research
- Perform competitive analysis
- Describe target market
- Outline supply & distribution chains

## 2 PHASE



### PROJECT MANAGEMENT ESSENTIALS

- Serves everyone involved in process
- Enables managers to guide a project
- Outline project management tools

## 3 PHASE



### REGULATIONS & SUSTAINABILITY

- Consider regulations & standards of product
- Educate yourself on the regulatory agencies that impact the product categories you serve

## 4 PHASE



### MATERIALS I

- Glass, polymers, metals (typical primary packaging)
- Primary packaging comes in contact with product
- Learn manufacturing, design, and application

## 5 PHASE



### MATERIALS II

- Paperboard and corrugated
- Select primary, secondary, and tertiary material for your product
- Identify best shipper system for your needs

## 6 PHASE



### PACKAGE LABELING & FINISHING

- Understand the print process
- Learn about artwork and color theory
- Outline best print method for your product

## 7 PHASE



### PACKAGING DEVELOPMENT WORKFLOW

- Develop, assess, and organize visual assets
- Create brand style guide (logos, brands, approved fonts, colors, proper use of imagery)

## 8 PHASE



### CAPITAL EQUIPMENT & SCALE PLAN

- Take a five year outlook on sales and make a plan to grow
- Make a capital investment plan

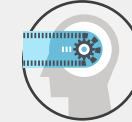
## 9 PHASE



### SUPPLY DISTRIBUTION PLAN

- Know all your sources
- Consider tests and check protocols that reduce shipping issues (e.g., ISTA laboratory testing)

## 10 PHASE



### HUMAN FACTORS

- Fill out discussion board within each section of the course
- Share packaging examples
- Finalize and edit PDP