Viamed Pre~Project Analysis

1	What are you trying to communicate	1. A new concept 2. A new product 3. A new service 4. News letter 5. Data sheet
2	Why are you trying to communicate	1. Reminder that we are still here 2. To increase sales 3. To increase customer knowledge of our products 4. To reduce debts 5. Product problem/recall
3	Who needs this information	1. User 2. Distributor 3. Administration 4. Technical Department 5. Finance Department 6. Notified Body. 7. MRHA
4	Why do they require this information	
5	What do they already know	
6	What additional information do they need	
7	What single unique focused message should they remember after reading or seeing this piece of literature?	
8	How do you expect the recipient to respond to this communication	
9	How will you respond to their response?	
10	What products /Items are to be included in this project	
11	What have you done to communicate this Information before?	
12	What response did you receive?	
13	Schedule / Dates / Deadlines	