

Ecotrophelia UK - example contents of a technical dossier

This list is provided for guidance only. Actual dossier content will depend on nature of product

General description

Composition

Manufacturing

- Process

- HACCP/Food safety aspects

- Materials

- Premises/equipment

- Suppliers

- Logistics

Storage

- Shelf life

Packaging

- Materials

- Information on the pack

Distribution

Innovative aspects

Eco-innovative aspects

Business plan

- Financial projections

- Competitor analysis

- Pricing

Sales and marketing

- Target customer

- Consumer research

- Market position/USP

- Marketing materials

- Marketing plan