**Project Proposal 1**

**Department**: Global Procurement

**Manager**: Lynn Poretta

**Description**: Global Paper Sourcing & Testing

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**Goal**: Develop a methodology for both domestic and Asia procurement to know what paper has been sourced, tested, and rejected or implemented for all formats of products and businesses (Hallmark NA, International, Crayola, etc.) within recent history.

**Hallmark Benefit**: Currently, we do not have a way to identify our procurement in this area easily. We do not know exactly what paper is used for what product and what specifications it has, without individual research. We need more access to our global sourcing information of paper as prices climb and sources decrease.

**Expectations**:

* Learn about domestic and Asia paper sourcing
* Learn about paper specifications
* Understand global supply chain dynamics in the paper and commodities industry
* Create a method or way for us to access what we know, easily

**Deliverables**: A process and/or tool that will allow us access to our global paper supply by business, product, specification, and geographical location. A list of alternative sources we have not yet sourced or tested for the future.

**Project Proposal 2**

**Department**: Global Procurement

**Manager**: Lynn Poretta

**Description**: 2018 Roll Wrap Christmas Competitive Analysis

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**Goal**: Thoroughly analyze paper specifications of the Christmas roll wrap market in a variety of channels and geographic locations to prove hypothesis of competition's paper buying strategy.

**Hallmark Benefit**: Better understand the competition so we can meet or beat their buying strategy and use facts as a selling tool for business partners.

**Expectations**:

* Learn about the roll wrap paper industry and Hallmark’s roll wrap strategy
* Learn about roll wrap paper specifications
* Understand global supply chain dynamics in the seasonal paper industry
* Analyze roll wrap paper specifications through multi-channel research

**Deliverables**: Comprehensive analyses of Christmas roll wrap market buying strategies. Competitor roll wrap paper specifications. Report out on recommended steps for improving competitive buying position.