Communication of significant changes in Design in post launch phase

In the event that there are important changes viz. **those that change the key USP's of the project from a customer perspective**, the same should be communicated using following guidelines:

a. A brief note should be prepared explaining the reason for the change and the + and – impacts of the changes. Post-launch changes have to be 'marketed' well and their positives explained, rather than just 'informing' marketing that this is what it is.
b. Note and communication strategy should be discussed with Director-Operations or HOD-Design, prior to giving to marketing.
c. Changes should be communicated in person to marketing/sales, rather than over email. The note should be handed over at such meeting.
d. If there are things on which marketing/sales has major pushback, same should be noted and discussed with HOD-Design OR Director-Operations. Closure should be brought on the issue within 7 days of meeting with Marketing/sales.

This does not apply to minor changed which have no significant customer impact eg. parking layout, structural design, MEP system design, lift lobby design etc. It primarily applies to changes in following:

a. Addition of significant buildings in overall layout
b. Unit Layout
c. Building height by greater than 3 floors
d. Floor to floor height by greater than .15 m (if FTF height has been an important part of the marketing)
e. Significant location changes/deletion for Key Common Areas
f. Key common areas size reduction by > 5% (if size has been stated in brochure)
g. Landscape size reduction by > 5%