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September 13, 1972.

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Mr. C.A. Pritchett,  
Apartado 316,  
Ciudad de Guatemala,  
Guatemala.

Dear Mr. Pritchett,

PRODUCT DEVELOPMENT IN THE B-A.T. GROUP

You may have heard recently of the establishment of the new Product Development Laboratory in Southampton. In addition to its product development work, this has assumed the functions of S.C.L., Liverpool and absorbed its staff. The Millbank New Products Committee was established early this year, and in May, Research and Development Department held a Scientific Product Development Conference in the Southampton Laboratory, at which ten Group Companies were represented.

These events reflect a growing concern with Product Development within the U.K. organisation, and the Southampton Conference recognised amongst other requirements the need to establish effective communications in this area.

R. & D. Reports are frequently concerned with highly specialised fields of expertise, and Group Research Centres have an established network of communication. To ensure that potential users in Product Development may benefit from Group R. & D., effective communication across functional boundaries is required, and the enclosures are a first attempt to meet this need.

We hope that the information conveyed in this way will be of value to your Company Management in general, and in particular to those members of management entrusted with the development of new products. It therefore seemed appropriate to send these initial examples to the top of each Company, at the same time seeking your views on the best distribution for further information of this kind.

I am sure you would agree that a purely technical link would be less than ideal. Product development information will be conveyed from here in a way which allows any member of your team to make use of it, although technical reports from R. & D. will continue to be distributed as before. It would greatly assist us in developing procedures and approach if you would freely criticise the content and presentation of those examples

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enclosed, i.e.

1) Scientific Product Development Conference - Summary

This summary indicates the aims of the Conference, and illustrates briefly the wide range of topics pursued. It is more technical in content than the other enclosures.

2) Product Development Information Notes, Nos. 01-03


These show the sort of information which will be covered, and one style and presentation that may be adopted.

3) R. & D. Handbooks 1 and 2

These contain the results of several years' work in R. & D., adapted and arranged to meet the needs of management with product development responsibilities. These are the first two of a series, which will aim to cover technical aspects of product development in a practical and straight-forward way. Further copies are available, of course, and I hope you will encourage its use at desk level by all concerned in product development.

May I ask for your views on how we can best be of help to you in this field. Any criticism or comment you may make will be most welcome.

Yours very truly,



for B. Beauchamp

Enc.

WBF

n.o.o.

c.c. Dr. F. Haslam. ✓

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