



Venture Justification Report

VENTURE NO: 576
IDEA: FILTA-APPETISER
CHAMPION: RAC

1. **THE OPPORTUNITY**
To generate brand loyalty through the sub-conscious or conscious provision of a pleasant taste element in the filter.
2. **THE PRODUCT**
Cigarettes with subliminal (MSG) or overt (sweet/salty) appetiser in filter which can be chewed out - generates unconscious loyalty if liked.
3. **RAW MATERIALS/COMPONENTS**
Otherwise conventional cigarette with taste additive applied to filter rod at rod manufacture.
4. **THE PROCESS OF MANUFACTURE**
Conventional filter making with additive applied along with plasticiser at same application point.
5. **THE MARKET SERVED**
Could be "Before 8" pre-dinner niche or larger stand-alone "Snack-in-itself" brand!
6. **SALES EXPECTED**
Year 1 30M = £480K)
Year 2 70M = £1120K) £3.2M T/O in 3 years
Year 3 100M = £1600K)
7. **COSTS OF VENTURE**
R&D £150K Launch £50K £200K all up
8. **LIKELY CONTRIBUTION**
£11 on £15 s.p. £1M contribution in 3 years
Payback in only 7 months.
9. **THE UNKNOWNNS**
Exact choice of appetiser. Is repeat purchase really stimulated?
10. **DEVELOPMENT NEEDED (TO ANSWER UNKNOWNNS)**
R&D on appetiser. Market research to gauge reaction.
11. **CONCLUSIONS (SUBJECT TO ANSWERING UNKNOWNNS)**
Innovative product. Integrative with basic tech.
Growth potential.
12. **RECOMMENDATIONS OF SCIMITAR TEAM**
Worthy of investigation.

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