



Venture Justification Report

VENTURE NO: 95 LINK WITH 264  
IDEA: COSMETIC ANALOGUE  
CHAMPION: JOHN

1. **THE OPPORTUNITY**  
To produce a super fashionable product which complements perfumery lines and could adopt name of perfume house - overtly feminine and proud of it.
2. **THE PRODUCT**  
A cigarette which emphasises perfumery associations using coloured papers and subtle scents in a co-ordinated pack of special shape preferably oval.
3. **RAW MATERIALS/COMPONENTS**  
Special coloured papers, new flavour/perfume glossy packing board to make up into a HL pack with mirrored inner flip-top and scratch 'n sniff on pack front (same perfume).
4. **THE PROCESS OF MANUFACTURE**  
Conventional cigarette making.  
New packing technology - may exist in perfume industry.
5. **THE MARKET SERVED**  
Female, stylish, expressing affluence, West End night people - even girls who lunch.
6. **SALES EXPECTED**

30/570	
50/950	£3.04M over 3 years
80/1520	
7. **COSTS OF VENTURE**

R&D	50K	New Plant	£1M	
P&T	250K	Launch	300K	£1.6M over 3 years
8. **LIKELY CONTRIBUTION**  
£13.50 on £19.00 for £1.1M over 3 years for 4½ years payback.
9. **THE UNKNOWNNS**
  - 1) Pack technology.
  - 2) Real sales.
  - 3) Acceptability of additives in coloured papers + perfumes.
10. **DEVELOPMENT NEEDED (TO ANSWER UNKNOWNNS)**
  - 1) D&D with m/c supplier.
  - 2) Market research.
  - 3) Submissions to AMGP.
11. **CONCLUSIONS (SUBJECT TO ANSWERING UNKNOWNNS)**  
A very stylish innovative pack with co-ordinated cigarette - very sexy. Should sell well.
12. **RECOMMENDATIONS OF SCIMITAR TEAM**  
Worthy of investigation.

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