



BRITISH - AMERICAN TOBACCO COMPANY LIMITED
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FACSIMILE NO: 0784-448394

TO:	MARY RIOUX
COMPANY:	IMPERIAL TOBACCO CO Ltd CANADA
FROM:	Terri Harwood (Marketing Statistics)
DATE:	14 August, 1992
NO. OF PAGES TO FOLLOW HEADER:	0 (NONE)
DESTINATION FACSIMILE NO:	010 1 514 932 3721

If you have any query relating to this transmission, please call:
0784-448231

Dear Mary,

Due to updating Invoice sales against Distributor Sales, ITC's market share is incorrect historically. Can you let me know if it is possible for you to send us a report on a monthly basis containing the following.

Own and Competition Distributor sales data, by brand, by version (i.e. length, filter, menthol).

Due to new deadlines the report should be with us by the 10th of each following month, if this is impossible for Competition please let me know.

If there is a monthly report presently available can we please receive it as from August and backdated to January 1991. Therefore cancelling the present Brand and Territory statement and the need to report Competition data quarterly.

With Many Thanks

Terri

Terri Harwood
Statistics Clerk

500174555

August 5th, 1992

Imperial Tobacco Limited/Limitée



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Dear Terri,

I have attached the filled-in form as you requested, to the best of my knowledge. Please call me for missing or inaccurate information.

Below I have provided the industry sales figures for the second quarter.

	TOTAL	OWN	%
April	2920.3	2202.8	75.4
May	2919.9	1770.8	60.7
June	<u>3109.2</u>	<u>2159.8</u>	<u>69.5</u>
2nd Quarter	8949.4	6133.4	68.5

Should you have any questions, concerning the above, do not hesitate to call me.

The original copy of this letter will be mailed to you shortly.

Yours sincerely,

Mary Rioux
Market Information Analyst

500174556