



BRITISH-AMERICAN TOBACCO COMPANY LIMITED

27 November 1991
BMP/

FRANCINE GARIEPY - ROBITAILLE,
OPERATIONAL FORCAST MANAGER,
IMPERIAL TOBACCO LIMITED,
P.O. BOX 6500, C.P.,
MONTREAL, P.Q. H3C 3L6.
(CANADA)

Dear Ms. ROBITAILLE,

BAT International Brand Monthly Sales BUDGET 1992

Please find enclosed COMPUTER PRINTOUT for the above covering the TWELVE MONTHS of 1992.

NEW BRANDS should be entered under the APPROPRIATE MARKET (noting BRAND rather than CODE NAMES) and should only include BRANDS CURRENTLY classified by Millbank as INTERNATIONAL BRANDS, i.e. :-
BENSON & HEDGES (B&H), BARCLAY, CAPRI, FINESSE, GOLD LEAF, JOHN PLAYER SPECIAL (JPS), KENT, KOOL, LUCKY STRIKE, PALL MALL, STATE EXPRESS 555 AND VICEROY.

Please also fill in the details of the NEW BRANDS on the enclosed STATS 3b forms.

It is recognised that your BUDGET DATA may not necessarily be available for every item for which sales are available, so if the BRAND BUDGET is not BROKEN DOWN by PACKING or MANUFACTURER, please enter total BRAND SALES BUDGET against the MOST SIGNIFICANT RECORD.

It will help us considerably if ALL SALES BUDGET FIGURES ARE ENTERED AS MILLE (thousands of cigarettes) even if the SALES BUDGETS are only CALCULATED TO THE NEAREST MILLION.

Please ENSURE that the ORIGINAL COMPUTER PRINTOUT (NOT A COPY) and the STATS 3b FORMS for the NEW BRANDS are returned to me.

Thank you for your assistance.

With Kind Regards,
Yours Sincerely,

D.G.CHAMBERS.
Statistics Manager.

REGD OFFICE MILLBANK KNOWLE GREEN STAINES TW18 1DY FAX 0784 455 000 TELEX 27384/5 BATTOR G
TELEPHONE 0784 460 400

A MEMBER OF THE BAT INDUSTRIES GROUP INCORPORATED IN LONDON NO 74974

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