



B.A.T (U.K. and Export) Limited

011-44-483-759645

Working

TO → CONFIDENTIAL ← α J. POTREANT	FROM R BRANTON
REF	DATE 16/9/92

COMBODA DOMESTIC

impements in price to J.P on 14/9/92

I have had a contact today from George Fegan, District Manager for British Columbia who has been reviewing our Plan for 1993 and beyond. After discussion with his sales team he has planned for 2.4 million in-market sales compared to our estimate of 9.0 million.

The current average weekly rate of SSS is 3-4 cases. Whilst they have no specific evidence of Transit SSS they estimate a 16% of total market for a blackmarket in all brands. Whilst the brand is in continuous distribution it will not receive continued attention due to other sales/promo priorities.

George does believe a white wire unit (2 tier) @ 20 per unit for requirement of 300 units + related in all that is required. I attach a modified March budget totaling £

The basic question is what do we do? The Canadian believe it will take 9 months to really establish the potential of the brand. Can we reduce our volume / M.M. spend in Co Man because of the above? Please advise.

cc K. Ling

Handwritten signature

N.D. Please write no more when this year.

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