

State Express '555'

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STATE EXPRESS '555'

Objective:

To distribute State Express '555' in targeted stores where Chinese, Korean, Vietnamese and East Indian frequent.

Strategies:

Identify 250 target retail outlets on the following territories:

- 01-01 Downtown Vancouver
- 01-02 North/West Vancouver
- 01-03 Vancouver West Side
- 01-04 Richmond
- 01-06 Vancouver East
- 03-05 Burnaby
- 03-06 Coquitlam

These select outlets should have a high sales volume of Chinese newspapers (ie. Sing Tao Daily).

Selection of stores to be based on clientele versus sales volume.

Select stores to be covered by the resident representatives along with a Chinese speaking Sales Rep.

An evaluation of sales volume per store is to be completed by the resident representative one month after launch to fine tune store selection.

Project Time Frame:

May 30, 1992
June 1, 1992
June 8-19, 1992
June 22, 1992

Product shipped to Region.
Wholesale/H.O. listing to commence.
Shipment to retail to commence.
Retail activities to commence.

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In-store Activities:

Product distribution to take place ONLY in stores where counter display opportunities exist. Visibility of product is critical.

Initial placement of product will be achieved by exchanges only. Telemarketing will not be utilized for this launch due to the finite target market of this product as well as to maximize time and resources.

Detail orders and placement of codes in order books are to be completed during launch.

Select stores will become a monthly call regardless of original planned coverage.

The product will receive P.O.S. support (ie. shelf talkers) while respecting the Tobacco Products Control Act.

The product will be positioned next to Dunhill and/or Rothmans.

The price of the product must be visibly identified as the product will be sold at the same price as domestic tailor-made brands.

Product placement to be limited to 2-5 cartons per store.

The State Express '555' Daily Report (attached) must be completed on a weekly basis throughout the 2-week launch period.

The resident representative is to carry State Express '555' as part of his/her car stock mix immediately after the launch period.

Budget:

\$25/display/month for 250 stores = \$6,250 X 6 months = \$37,500.

\$9,000 is allocated for wholesale/H.O. support.

Payments are to be made by cash and claimed under 'other' on the expense report along with the signed Purchase & Sale document.

Since we may be in accounts where we do not maintain element activities, initial display payment is to be made on a monthly basis.

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