

STRATEGIC OBJECTIVES

B·A·T IS THE FREE WORLD'S LARGEST CIGARETTE MANUFACTURER
POTENTIAL B·A·T - TARGETS ARE:

- > SHOWING COMPETENCE IN ALL MATTERS OF TOBACCO BUSINESS.
- > PROTECTION OF B·A·T'S BUSINESS
 - INFLUENCE IN STANDARDIZATION PROCEDURES
 - INFLUENCE / "FREE OPERATION" IN MONOPOLY COUNTRIES
 - "THIRD PARTY ENDORSEMENT"



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POTENTIAL MEASURES

	ACTIONS - PROPOSALS -
CORESTA	ACTIVE COOPERATION ON ALL LEVELS
ISO/	ACTIVE COOPERATION
TOBACCO MANUF. COMM.	"NORMAL" COOPERATION
TCRC	INCREASE NUMBER OF PRESEN- TATIONS; MAINTAIN HIGH SCIENTIFIC STANDARD INSTALL STANDING "LIAISON GROUP" - TO SHOW BAT'S CONTINUITY - TO CREATE CONTACT PERSONS TO OTHER COMPANIES/BODIES
SCIENTIFIC CONFERENCES	PRESENTATIONS, COOPERATION, ... TO SHOW BAT'S SCIENTIFIC COMPETENCE



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PURSUANCE OF B-A-T'S OBJECTIVES

EXTERNAL TECHNICAL COMMITTEE / CONFERENCE

OBJECTIVE	CORESTA	ISO (AND RELATED BODIES)	TOB. MANUF. TECH. COMM	TCRC	SCIENTIFIC CONFERENCES
INCREASING B-A-T'S COMPETANCE	X	X		X	X
PROTECTION OF B-A-T'S BUSINESS					
STANDAR-DIZATION	X	X	X		
MONOPOLIES	X			X	
"THIRD PARTIES"	X				



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EXTERNAL COMMITTEES

- GENERAL ASPECTS -

- > USE B·A·T'S STRENGTH: PRESENCE IN MANY COUNTRIES
- > ENSURE DIRECT AND FAST INFORMATION
- > CREATE AGREED STRATEGIES ON KEY ISSUES
- > PREPARE "NEUTRAL" BASE FOR FURTHER ACTIONS



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EXTERNAL COMMITTEES

- BAT's COORDINATION -

TOP DOWN

SETTING OF AGREED OBJECTIVES

APPROVAL OF STRATEGIES AND ACTION PLANS FOR TOTAL BAT-GROUP

COORDINATOR(S) WITH CENTRALIZED FUNCTION IN CLOSE EXCHANGE WITH NATIONAL / REGIONAL REPRESENTATIVES

COMBINED VOTING IN ACCORDANCE TO AGREED BAT-STRATEGY

MEMBERSHIP OF ALL BAT-COMPANIES IN ALL RELEVANT COMMITTEES

BOTTOM UP

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