

SUBMITTED IN ADVANCE

TCR's.
 1) Plain vs filter - not 2 hours etc.
 2) Brand names vs op Co.
 3) Shipments vs sales - where?
 - W.A / SWL
 - super stores.
 - I.D.F.
 3(a)
 high
 thin problem

Information Systems

International Marketing Data Base

Proposals concerning the development of a comprehensive data collection and analysis system have been prepared and discussed within and between the Operating Groups (BATCo, B&W and BATC-F). Considerable progress has been made and there is now a clear understanding of the size and complexity of the proposed project, although some detailed issues remain unresolved.

The areas of agreement are:

1. Full support for establishing a group-wide international marketing database.
2. The system should be based in BATCo.
3. An agreed scheme for gathering the necessary data on a market by market basis, with reporting responsibilities allocated to the most appropriate operating Group, will be established.
4. All data will be reported on an in-market sales basis wherever practical, allowing analysis of performance against competition and total market.
5. The sales information is required at a detailed product and market level, but not all markets will be analysed with the same regularity (some monthly, some quarterly and some annually) and the historical perspective will be kept to a maximum of five years.
6. All Operating Groups must have access to the system and reporting must be flexible allowing for manipulation and analysis of the data.
7. An additional person may be needed in the marketing information departments of BATCo and B&W to handle the implementation and on-going maintenance of the proposed system.

The overall objectives of the International Marketing Data Base are to provide management with the information necessary to monitor the progress of the Company in the context of its key markets, and to provide detailed data to the Operating Groups to enable opportunities to be identified and exploited.

Several details have yet to be resolved on the markets to be covered, the level and frequency of data input and output, and the most appropriate method of access. In particular, there is a need to understand the cost and practicality of different access options.

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Different computer systems in the Operating Groups would make the linking of systems difficult and expensive and alternative methods of data transfer needs to be addressed. This is a key issue which needs more consideration.

It is proposed that an International Marketing Information System Project Group be set up with representatives from both the Marketing and management services functions of BATCo, BATC-F and B&W. The brief would be to establish the detailed business and information objectives of the system, and to address the technical requirements of the project, with a view to producing a proposal for the next TSRT meeting. The proposal would include an outline of the time scale of the development and its cost, together with a detailed summary of the content of the proposed data base, and the procedures necessary to maintain it.

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