

TOBACCO STRATEGY REVIEW TEAM

Agenda for Meeting on Wednesday, 26th February 1992

1. Minutes of meeting held on 2nd December 1991
2. Marketing : General Issues:-
 - (a) November Marketing Seminar - Review (All Members).
 - (b) I.T. in Selling Seminar (RJP).
 - (c) Marketing Information System (BDB).
 - (d) Competitor Activity (All Members).
 - (e) Consumer Analysis - Marlboro in Europe (BS).
 - (f) JTI/Anti-Dumping (RS).
3. Key Markets:-
 - (a) Eastern Europe (BS/BDB/RJP/AC).
 - (b) Budapest Conference (PS).
 - (c) Burma, Cambodia, Vietnam, Scandinavia (BDB).
 - (d) Thailand, Colombia, Mexico, Cuba (RJP).
 - (e) Mercosul Study (AC).
4. US International Brands:-
 - (a) Progress/Plans (RJP).
 - (b) Talisman (MFB).

✓ Share - member Group
5. UK International Brands:-
 - (a) Progress/Plans (BDB).
6. Smoking Quality Study (EEK).
7. R&D/Technology:-
 - (a) Reallocation FRC (BDB).
 - (b) Upgraded Product Development (RJP/BS).
 - (c) Y-1 Tobacco (RJP/BDB/BS).
 - (d) Reconstituted Stem (BDB/BS/AC).

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8. Leaf:-
 - (a) Leaf Processing Seminar (RJP).
 - (b) Leaf Costing Guidelines (MFB).
 - (c) Increased Exports (AC/BDB).
9. Human Resources:-
 - (a) Management Training (MFB).
 - (b) Inter-Company Transfers (BDB).
10. Review of Trading Results (All Members).
11. Regulatory Issues:-
 - (a) Environmental Tobacco Smoke (RJP).
 - (b) Fire-Safe Cigarettes (RJP).
 - (c) Advertising Restrictions (BDB).

← Spec USA brands

RS/DJS
21st February 1992

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