

Resume of Action arising from
November TSRT meeting, December Europe meeting,
and February TSRT Agenda

EM = European Meeting
18/2/91 signifies paper for
submission in advance
22/2/91 signifies briefing note only

<u>Action by</u>	<u>Action to be taken</u>	<u>Source</u>	<u>Review Body</u>	<u>Submission Date</u>
RAC/PO'K	Review of all licenced brands to ensure conformity of IFB with brand owners recommendations and a timed programme for the implementation of those recommendations (see attached letter from PS).	EM Minute 4	TSRT	15/2/91
RAC/PO'K	UKIB plans for 1991-92 by market.	TSRT agenda	TSRT	15/2/91
RAC/PO'K	Evaluation of potential for B & H American Lights in Malaysia.	TSRT minute 15	TSRT	15/2/91
RAC/PJCH	Smoking quality. Negotiations on restrictions requiring use of local leaf (e.g. Spain and Malaysia).	TSRT minute 17	TSRT	14/3/91
RAC/PO'K (with RJP)	Paper on optimum promotional focus for Kent, <u>SE555</u> and <u>B & H</u> .	EM minute 9	TSRT	14/3/91
RAC/PO'K	Research of TMD success by PM with Marlboro clothes and RJR with Camel watches.	EM minute 11	TSRT	14/3/91
RAC/ND (need to appoint co-ordinator)	Paper on wider sharing of marketing and production information available in BAT Group.	EM minute 7	TSRT	14/3/91
RAC/NGB/ RSH	Potential for expanding sales of menthol cigarettes in Africa and Middle East.	TSRT minute 11	TSRT	15/2/91
RAC	Report on markets where Kent and Lucky Strike blends do not conform to approved recipes.	TSRT minute 8	TSRT	15/2/91
DGH (with RJP)	Revised strategies for launch of Barclay 2 mg ahead of change to 5 mg.	TSRT minute 9 & EM minute 14	TSRT	15/2/91

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DGH	Belgium, LS Lights to be launched ASAP.	EM minute 14	TSRT	15/2/91
DGH	Denmark. Ensure LS launch strictly to specification and launch of Barclay.	EM minute 15	TSRT	15/2/91
BDB/DGH	BDB to establish closer relationships with STK.	EM minute 15		
DGH	Review strengthening of organisation in France.	EM minute 19	TSRT	15/2/91
DGH	Review level of marketing support for B & H in Holland and consider reduction.	EM minute 25	TSRT	14/3/91
PJCH	Spain i. ensure blends are same in Spain and Canary Islands. ii. ensure Lucky Strike, Royal Crown and Belmont blends are improved, with lower proportion of local leaf. iii. establish targets for increasing distribution of LS. iv. increase price of LS. Blends, pricing and distribution of products in Spain to be reviewed and progress reported at February meeting.	TSRT minute 7 & EM minutes 28 & 29	TSRT	15/2/91
BDB/NGB (with RJP & UH)	Representation in overseas markets to be reviewed.	TSRT minute 3	TSRT	15/2/91
BDB/NGB	Progress of consultancy study on China.	TSRT agenda	TSRT	15/2/91
NGB	Implications of import of B & H into UK to be reviewed.	EM minute 34	TSRT	14/3/91
NGB	Limited tests of potential for SE555 in UK to be evaluated.	EM minute 33		
NGB	A formal agreement with SUTL to be considered to build on Vietnam and Burma contacts	TSRT minute 33	TSRT	15/2/91
NGB	Concentrate more effort on duty free sales to outlets serving departure points to Eastern Europe.	EM minute 28		

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NGE	Success of JPS in Turkey to be reviewed in March 1991. If unsuccessful, attempt exchange LS for JPS.	EM minute 35	TSRT	14/3/91
ND	Consider with B & W whether Suzer should represent both BATCo and B & W.	EM minute 36	TSRT	14/3/91
DSW	Export opportunities to be identified in Bulgaria.	TSRT minute 24	TSRT	15/2/91
DSW	BATCo to ensure that options for investment in Bulgaria are kept open, pending further investigation of proposed factory site.	EM minute 43	TSRT	14/3/91
DSW	BATCo to be prepared to advise Polish Government on excise structures.	TSRT minute 22	TSRT	15/2/91
DSW	BATCo to investigate possibility of greenfield investment in Poland to put pressure on SPA.	EM minute 46	TSRT	15/2/91
MN	Review of 1991 budget and trading to end January.	TSRT agenda	TSRT	15/2/91
ND/JWD	Leaf supply and order position to be reviewed.	TSRT minute 52	TSRT	15/2/91
ND/JWD	Leaf grade rationalisation scheme to be reviewed.	TSRT minute 53	TSRT	14/3/91
ND/ALH	BATCo evaluation of Y-1 to be reviewed.	TSRT minute 48	TSRT	15/2/91
ND/ALH	Developments in environmental packaging to be monitored by the Group.	TSRT minute 46	TSRT	15/2/91
ALH	Report on evaluation of benefits of reconstituted stem to be completed ASAP. If positive, plans to be prepared for use in Europe.	TSRT minute 51	TSRT	15/2/91
ALH	Proposals for funding FRC to be checked with MRB for tax efficiency.	TSRT minute 35	TSRT	15/2/91

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BDB/ALH	Paper to detail technical liaison meetings in 89/90 with locations and attendees.	TSRT minute 38-40	TSRT	15/2/91
ALH/SE	Airline smoking paper to be made available to operating companies.	TSRT minute 41		
ALH	Objectives for reducing sidestream to be reviewed.	TSRT minute 43	TSRT	31/1/91
ALH	Smoking compendium update in January 91 - progress.	TSRT minute 44	TSRT	15/2/91
ALH	Progress on completion of additives register.	TSRT minute 45	TSRT	15/2/91
ALH	Decomposition products of ammoniated cigarettes.	TSRT agenda & TSRT minute 50	TSRT	15/2/91
GH	Meeting mid-1991 to review existing secondments and identification of new activities.	TSRT minute 2	TSRT	Sept 91

MN/SJE
21st January 1991