

File - 1995  
Key Area Papers.

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From: Graham Burgess  
Date: 10/04/95 14:51:15  
Subject: Trade Marketing & Distribution

You will have today received a paper from Hans Niedermann (sent by Gill Alker) under the title of Trade Marketing and Distribution 1996 Key Area Paper.

Please be advised that this is not a formal BATCo Key Area Paper (i.e. it has not been to, or approved by, the BATCo Board). The Marketing Key Area Paper (which will be circulated within the next few days) contains a section on Trade Marketing which has been approved by the Board.

I am sure that the Trade Marketing paper contains advice and guidance that you will wish the Op: Cos to follow/comply with and you should use it appropriately, but it is not a formal Key Area Paper and should not be circulated as such.

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