

# PROJECT STATUS REPORT

C O N F I D E N T I A L

DATE March 1, 1978

REVISION #           

SECTIONS REVISED           

A. PROJECT NAME True 100's (R&M) PROJECT # N-306  
 PROJECT LEADER Williams/Giordano TOTAL BUDGET             
 GENERAL PROJECT DESCRIPTION True 100's, Regular and Menthol tar  
reduction to the range of 8-10mg. tar. Variations to be: 1) Same taste  
characteristics as current True 100's product and, 2) Taste characterist-  
ics similar to True King Size, 5mg. tar product.

ESTIMATED TARGET

DATE - ORIGINAL           

COMMENTS           

REVISED

TARGET DATE           

## B. MARKETING

SIZE OF TARGET MARKET  
(BY BRAND OR COMPANY)

YEAR  
ONE

YEAR  
TWO

YEAR  
THREE

YEAR  
FOUR

YEAR  
FIVE

UNITS

UNITS

UNITS

UNITS

SALES OBJECTIVE

ESTIMATED PAYBACK PERIOD           

COMMENTS           

MAJOR MKT. AND MKT.

RESEARCH STEPS

In-home placement

ORIGINAL  
COMPLETION DATE  
1st Qtr. '79

\* REVISED  
COMPLETION DATE

\* EXPLANATION OF  
CHANGE           

01408099