

NEW EXPORT PRODUCT DEVELOPMENT CHARTER

Date: 6/24/94

BRAND/PROJECT NAME:

RICHLAND Kings (Soft Pack) - Duty Free (Phoenix)

MARKET(S):

World-wide Duty Free

OBJECTIVE:

Generate incremental volume for B&W by providing a low price brand to various international duty-free markets.

SOURCE OF BUSINESS:**Major Competitive Brands:**

TBD

Target Audience:

Value-conscious Smokers

COST OR RETAIL PRICING:

TBD

VOLUME:**Start Up:**

TBD

Est. Monthly Ongoing:

TBD

INITIAL MATERIALS REQUIRED:

	Qty in Units	Dollar Cost
Pack Flats/Labels:	On Hand	
Cartons:	On Hand	
Cases:	500	\$250

TIMETABLE:

Manufacturing:	Shipping:
Product Specs Date:	In-Market Arrival Date:
Start Manufacture Date:	Launch Date:

APPROVALS:

Group Prod Dir _____	Date _____	VP Int'l Planning _____	Date _____
Dir. Int'l Admin _____		VP Int'l Marketing _____	
Regional Dir/VP _____		Senior VP Int'l _____	

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