

PROJECT STATUS REPORT

CONFIDENTIALDATE March 1, 1978REVISION #

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 characteristics similar to True King Size, 5mg. tar product.

ESTIMATED TARGET REVISED
 DATE - ORIGINAL TARGET DATE _____
 COMMENTS _____

B. MARKETING

SIZE OF TARGET MARKET (BY BRAND OR COMPANY)	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE	UNITS
SALES OBJECTIVE	_____	_____	_____	_____	_____	UNITS
ESTIMATED PAYBACK PERIOD	_____	_____	_____	_____	_____	UNITS
COMMENTS	_____	_____	_____	_____	_____	UNITS

MAJOR MKT. AND MKT. RESEARCH STEPS	ORIGINAL COMPLETION DATE	* REVISED COMPLETION DATE
<u>In-home placement</u>	<u>1st Qtr. '79</u>	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

* EXPLANATION OF
CHANGE _____

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