

TO: K. A. Sparrow
FROM: R. E. Lane

SUBMISSION DATE
JUNE 30 SEP 22
AUG 11 NOV 10

SUBJECT: STYLE LOW PRICE - PROGRESS REPORT

EFFECTIVENESS OF Transition Plan

(Report on June 30, poly)

PRE-SELL. Overall pre-sell efforts were successful. Retail accounts that previously stocked Style Full Price accepted the introduction of the low price.

BIG IF / 2 FOR 1: Proved to be an excellent tool for pulling the balance of Style Full Price packs through the system. This aided the field greatly during the transition.

\$7.00 CARTON COUPON/BUYDOWN: Effective in those retail calls that we could not exchange product out of.

DISTRIBUTION

DIRECT ACCOUNTS AND CHAINS HEADQUARTERED WITHIN THE REGION

115+ STORES! STOCKING NO. 1 ON PRICE STYLE

DIRECT ACCOUNTS AND CHAINS HEADQUARTERED OUTSIDE THE REGION

415-8 STORES! STOCKING NO LOW PRICE STYLE

NAME OF ACCOUNT	INDIVIDUAL VOLUME	NO. OF STORES	NAME OF ACCOUNT	INDIVIDUAL VOLUME	NO. OF STORES
Kroger		21			
Rich Oil		82			
Super America		106			
CVS		87			
W H Smith		5			
7-11 318 Zon		23			
Dairy Mart		35			
Wildman Drugs		43			