

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:	Target Audience:
TBD	Value-conscious Smokers

COST OR RETAIL PRICING:

TBD

VOLUME:

Start Up:	Est. Monthly Ongoing:
TBD	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	Date
Dir. Int'l Admin	VP Int'l Planning	
Regional Dir/VP	VP Int'l Marketing	
	Senior VP Int'l	

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