

2004 PLANS TO DO:

9/12/83

4/5/81

30

4/5/11

25  
30  
55

~~FINALIZE BY 9/15/03~~

0/NOE/7/DRAKE  
PRESENTATION

- NEED CONTRACTS

- PACK

- CTN

- CTS

• FINALIZE ASAP  
DD DATE: 9/26/03

- ELIMINATE MC-T-SPIKE

- ~~CLUB PROGRAM~~ ELECTRONIC PAY-BY-DEBIT?

- REVISE BRAND LOAN PIX TO REFLECT  
VAP PAYMENT (FLIP DOCKS)

- SUPERMARKET/DRUG - PA INCENTIVE

- ~~NEED STA DESIGNATIONS~~

- ~~NEED SIS TIME FRAME~~

- ~~SET UP MEETING BY AUP'S/JOM/BSL TO DISCUSS CUR BUDGET~~

- ~~WHO IS MAKING CO'S~~

- ~~MAILING~~ FOR MAILINGS SSA/PSA FILER

- D. MARSH - REV BY CLARK OF TANGOR - Volume Latitude?  
FOR PA INCENTIVE?

- ~~DO WE STILL NEED AN MC-T PLAN?~~ NO

- ~~ADD PROFIT STORY TO PRESENTATION & TRAINING~~

- ~~7 ELEVEN'S FRANCHISE CAN NOT GET NEW 03 PLAN -~~

• CANCEL ALL '03' NEW CONTRACTS

- ~~ADD NEW VERBIAGE (CONTINUED) TO PRESENTATION~~

• INPUT ON WHAT WAS  
MISSING -

• NOT BLOW UP WORK  
STRUCTURE IS WHERE IT  
SHOULD BE/WILL BE

04'  
117 ROK  
27 FIXTURES  
3144

COST/CANTRON - COST STRUCTURE

- 11.00 - ROK/LOC

- 10.78 - PM

- 10.07 - BAW

TANGOR - 300

42%  
Reduction

\*1.3 b

6.3 b COST STRUCTURE

1.0 MAINT.

1.2 Sales

3.5 MKT (DISE 3.1)

.06 R&D

.14 FINANCE

.5 OTHER

RDA (MM)

\$ 261.03

.34

\$ 227

(110)

\$117M 04

MAY TANGOR

03 ACQUIRE

FIXT. (MM)

3135

108

\$ 27mm

WHILE (CD)

ONE (PO)

\*288

\$300

52970 1117

1) Presence  
Space/Signage = Discount  
(Limited CRF available in low Som)

2) Promotion Execution &  
Product Availability

52970 1118

Additional Discounting on  
Camel/Salem only (i.e. 50k annual)  
(Performance Ineffective)  
(No CRF available)

3) E.O.L.P.  
~~XXXXXXXXXXXX~~  
Additional Discounting only

4) T.D.M.  
~~XXXXXXXXXXXX~~  
In E.O.L.P. accounts only