

TO: K. A. Sparrow

SUBMISSION DATE

FROM: R. E. Lane

JUNE 30

☒

SEP 22

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AUG 11

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NOV 10

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SUBJECT: STYLE LOW PRICE - PROGRESS REPORT

EFFECTIVENESS OF Transition Plan

(Report on June 30 only)

PRE-SELL

Overall pre-sell efforts were successful. Retail accounts that previously stocked

Style Full Price accepted the introduction of the low price.

BIGIF / 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.

Those situations were limited.

DISTRIBUTION

DIRECT ACCOUNTS AND CHAINS HEADQUARTERED WITHIN THE REGION

(15 + STORES) STOCKING NO LOW PRICE STYLE

NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES	NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES
M. Maskos & Sons					
Pollock Candy and Cigar					
McKeesport Candy Co.					
Sico Serve	104/22	18			
Sheetz	521/42	150			
Thrift/Eckerd	137/20	183			

DIRECT ACCOUNTS AND CHAINS HEADQUARTERED OUTSIDE THE REGION

(15 + STORES) STOCKING NO LOW PRICE STYLE

NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES	NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES
Kroger		21			
Rich Oil		82			
Super America		106			
CVS		87			
W H Smith		5			
7-11 318 Zon		23			
Dairy Marts		35			
Widman Drugs		43			

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