## R.J. Reynolds Tobacco International, Inc.

RUR TIAC

P Fin.

resident

	AUTHORIZATIO	N FOR CHA	717/12-82 NG 12-82	ADA	PINANCE &
Date January 21, 1982 Operating Area	a/Unit_Area II	I - Brazil	AC	No. BR -002	-82
Subject/Location New Brand Introduction	on (Test Mark	et) Camel Fi	lters Uni	t Ref. No. MA	P-9-1982
Approval Requested This is to request approval for toon April 5, 1982. With the introdes exploiting a market opportunity to proposes to test Camel Filters as product life maturity. Moreover, a male cigarette without the usua Currently there is no cigarette in If after twenty four weeks, Camel it can sustain this share level,	uction of Cam hat has recen- an alternation Camel Filters lly negative n the market Filters achie the brand will	el Filters, tly been ide ve to Hollyw has a uniqu perceptions with such a eves its 1.0 l be rolled-	the brand grentified. Spendod, taking le opportunit of too stron unique position SOM objection out national	cifically to advantage of the establing and too of the ioning.  ve, and has ly on Octob	to test the brand group of Hollywood's lish itself as downscale.
105	Attach Summary L			-7-2	
Type of Change  Selling Price Change  Expense Change  Raw Materials  Salary, Wage Scales, Fringe Benefits  Headcount Change  Other  Policy Change	88 CO	PWor PN Am	rking Capital Char Inventories Receivables Other: ount of Change: \$ ange from Budget/	Type) nge	51584 5883
Is this related to a previous proposal?  Will subsequent commitments be required?  No			be in attached	Initial Post Evaluation D	Date Sept.22, 198
Estimated Profit/Loss Impact: 19 82	19_83_	19_84	19 85	19 86	AVERAGE ANNUA
Earnings From Operations (1,637)	(738)	430	2,643	3,416	
Earnings From Operations(Aftax)(884)	(399)	232	1,427	1,845	
Budget/Plan EFO Change (1,322)	(738)	430	2,643	3,416	
	APPF	OVALS			
OPERATING UNIT	AREA H.Q.			RJRTI	
oper. Men. on 1/25/82	Signature Dir. Fin, Plan Area CRO	2	Pate Signal	iture	Date