



British-American Tobacco Company (Hong Kong) Limited
A member of the B.A.T. Industries Group

RECEIVED

DEC 10 1984

cc T.E. W...
cc G.C. Lamb...
J.L. H...
M.L.P.
S.G.E.
W. @ H.C.W.

4th December, 1984.

Mr. A.R. Cousins,
B.A.T. (UK & Export) Ltd.,
Export House,
Woking,
Surrey, GU21 1YB,
ENGLAND.

Dear Tony,

JPS

Many thanks for your letter dated 28th November, 1984.

It certainly makes sense that we await the product test results before deciding on a blend change to JPS.

Having taken into account the urgency of the need as well as the comparative relevance of the two pieces of research for the Hong Kong market, we propose that we will make our decision with reference to the Hong Kong product research only. In other words we are prepared to consider 680-R, if it scores well against MARLBORO and LUCKY STRIKE.

However, we will have to rely on B & W for the interpretation of the research results, since neither the research agency nor BAT (HK) have knowledge of the coding reference.

Kindly advise us of the joint recommendation by yourself and B & W as soon as possible.

With kind regards,
Yours sincerely,

Allen C.K. Leung

ACKL/YF

cc M/s M.J. Scott & J.V. Quinn, UKE,
H.C. Woertz, Jr., B & W.

英美煙草(香港)有限公司

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