

*RAGW Revised
9/27*

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TO: Distribution
FROM: Peter M. Gregorio
SUBJECT: Sales Force Performance: Cambridge Distribution
and Inventory Program

DATE: September 26, 1988

*Tom //
Proprietary*

This issue of the Cambridge report will include:

- Feedback from region reports
- Updates to Cambridge Distribution by number of packings
- A Cambridge vs. Doral Comparison (all the data for this was supplied by Manager Mike Murphy of Sales Planning)
- P.M. Value Displays
- Weekly instances of new distribution
- National, Regional and Section distribution
- Cambridge as a percent of total sales
- Cambridge volume and percent couponed
- Sales Force sales as a percent of Cambridge volume

The regions continue to report positive results attributable to the "Cambridge Blitz Program". Breakthroughs in major chains such as K-Mart, Krauszers, Vons, Albertson's, Ralph's, and Stater Bros. plus partial acceptances in Acme and Wawa's should help bolster distribution totals through September.

RJR has continued to retaliate throughout the country with \$2.00 carton and .50c pack coupons. In September they appear to be intensifying their efforts by introducing an Inventory Incentive Program to direct customers on Doral with the promise of heavy retail couponing support.

The following chart indicates that as of the first week in September we have at least one packing of Cambridge in over 90% of our retail universe. More significantly is that a consumer can chose from five or more packings in just under 85% of the calls.

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