

## Low Volume Account Information / Planning

Current low volume calls 0-99 CPW may play a greater role in a regulated environment. PM and BAT have already increased their coverage of these calls, especially in major metro markets. Nationally, these calls represent 20% of pack CIV. In Southern California, 0-74 CPW calls represent 21.3 % of pack CIV, and 75-99 CPW calls represent an additional 10.5%, totaling 31.8 % of pack CIV! Liquor segment accounts for 40% of low volume universe.

Objective: Allocate assets to low volume call universe more effectively.

Next Steps:        Update current SIS information:  
                          Frequency  
                          RJR and Competitive Activity  
                          Brand Opportunity  
                          American Spirit Distribution

Frequency: A-12, A-04, or Z-00 depending on RJR program participation.

RJR and Competitive Merchandising : 1 RJR FP Disp, RJR Non PD FPD, PM Masters, Lor Perm Disp, etc.

Market Plan Folder:

National Indicators:

PM/BAT calling on store  
American Spirit Distribution

Brand Indicators:

Marketing RJR Brand Opportunity: Camel, Winston, Doral, Salem. (Max 2 Brands)

Up-date all monthly calls by Dec 26, 1997.  
Update all Quarterly calls by Jan 30, 1997.