

# Lorillard

## MEMORANDUM

May 3, 1994

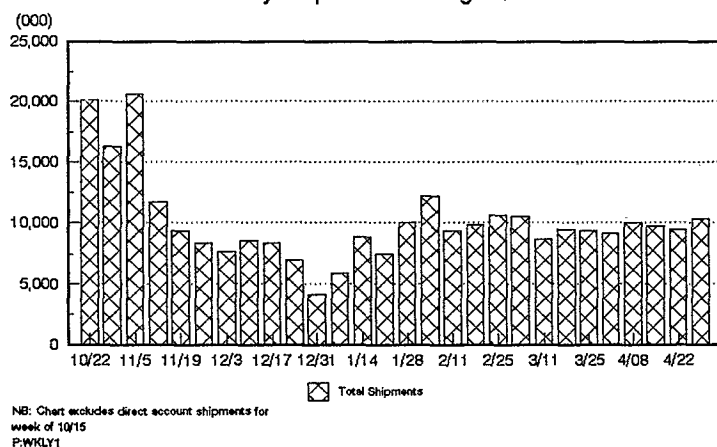
TO: T. Baylies  
FROM: M. Borsini  
SUBJECT: HARLEY CIGARETTES WEEKLY VOLUME REPORT -- WEEK #29

This report details shipment data for Area 2, including Pittsburgh, Lubbock and El Paso metro, for week ending 4/29/94 (week #29). This report contains three exhibits. For an explanation of each exhibit, please see Appendix I.

### OVERVIEW:

- As of 4/29/94, launch-to-date shipments were 341,028M units, up +20,125M units or +6.3% vs. budget (see Exhibit I).
- Shipments for week ending 4/29/94 were 10,380M units, an increase of +2,548M units or +32.5% vs. budget (see Exhibit I). As the chart below indicates, this week's shipments were up vs. prior week, +924M units or +9.8%. In contrast, total Lorillard shipments declined -2% vs. prior week.

**HARLEY CIGARETTES**  
Weekly Shipments Through 4/29



- As the table on the next page and Exhibit II indicate, this week's actual daily average is ahead of budget, +32.5% and most recent estimate of 3/30/94, +9.2%.

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	ACTUAL	BUDGET	ESTIMATE
	<u>DAILY AVG.</u>	<u>DAILY AVG.</u>	<u>DAILY AVG.</u>
WEEK ENDING 4/29/94	2,076	1,567	1,901

- Packing splits for this week are detailed below.

PACKING SPLITS					
	<u>KINGS</u>	<u>BOX</u>	<u>LTS</u>	<u>BOX</u>	<u>TOTAL</u>
ACTUAL MARCH '94	34.6	29.0	21.0	15.4	100.0
WEEK ENDING 4/29/94	36.5	29.6	17.4	16.5	100.0
FORECAST APRIL '94	34.4	30.1	19.9	15.6	100.0

M.B.

MB/sl  
Attachments

M-week#29 dk/1p

cc: V. Lindsley ✓  
M. Orlowsky  
G. Telford

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