

Our Ref: CA/BOH

18 April 1991

FAX TO: Mr. M. Fry
Nigerian Tobacco Co.Ltd.
Lagos
Nigeria

Dear Mr. Fry,

BAT GROUP ORACLE OPERATIONS- AFRICA

I am pleased to confirm that we are progressing the ORACLE Africa Workshop to be held at the Ibadan Training and Development Centre 23 - 26 June 1991 (inclusive). I thank you for your kind agreement to host and would appreciate your nomination of a link man with whom I can pursue administrative arrangements.

I would also like to seek your agreement for implementation of an additional ORACLE initiative in Nigeria. As you may be aware, one of the objectives of ORACLE in Africa is to develop two centres of higher level market research expertise, these being Nigeria and Kenya. In pursuing this aim I have completed a full review and on-site training week with the research function at BAT Kenya. This review included detailed feedback regarding BAT Kenya's current research practices, along with recommendations for implementation of appropriate ORACLE methodologies which will be detailed at the Workshop. The concrete outcome of this review was an assessment of strengths, weaknesses and development opportunities for the market research function.

In order to further assist the process of developing centres of expertise I propose that a similar review is conducted in Nigeria. The review protocol is attached to this letter and should be transferred to your Market Research Manager. No cost is incurred for this Millbank funded initiative.

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I will be available for this review week commencing 17 June 1991. If you agree to this proposal, it would be helpful if Mr. Ibrahim could supply me with a letter of invitation similar to the letter already supplied for the Workshop, in order to fulfil visa requirements.

With kind regards,

Yours sincerely,

MISS C. ABLEY

c.c. Mr. R.S. Hartley)
Mr. I.G. Hacking) BATCo. Millbank
Mr. A. van Waay)
Mr. A.G. Millett)

Mr. I.C. Brown
Mr. R.P. Ferris

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