

ATTACHMENT B

INSPECTION PLAN FOR THE JUNE BUY DOWNS

Overall Strategy:

- * Each manager in Region 5 will spend a minimum of 3 days inspecting the quality of our execution of the OPB and Marlboro / Basic buy down promotions. The objective is to inspect a minimum of 20 stores for the OPB program and a minimum of 50 stores for the Marlboro / Basic program.
- * The objective of the inspection is collect information to be used for the following:
 - Assess progress of the organization toward their two way planning goals for the June promotions
 - Measure resource usage to allow greater precision in future POS allocation requests
 - Provide information for a discussion of how we can improve our execution of future promotions
- * A consistent inspection form will be used so that the data can be rolled up to the Chain Headquarters and Region level.
- * Section management will have to plan the store audit lists so that all Territories and Chains are adequately represented.

Specific Questions to be Answered (DRAFT)

Marlboro:

1. Does the Marlboro Buy Down Promotion have the most impactful visibility of any promotion in the store?
☐ Yes
☐ No
2. What type of incremental display do we have?
☐ None
☐ CF Display
☐ SS Recipe Card Display
☐ NSS Recipe Card Display
☐ SS Other Incremental Display
☐ NSS Other Display
3. Which Marlboro POS items are present at the retail location?
☐ Price Call Out
☐ Dish Poster
☐ B-Header / Multi-Purpose Card
☐ Dish Dangler
☐ Dish Easel Card w/ Brochures
☐ Banner or CB Overlay
☐ Recipe Card Dangler
☐ Recipe Card Sign/Poster
☐ Recipe Card CF Header
☐ Other POS from prior promotions

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4. What is Marlboro's price and price reduction?

☐ Price
☐ Price Reduction

Basic:

1. Does the Basic Buy Down Promotion have the second most impactful visibility of any promotion in the store, behind Marlboro?

☐ Yes
☐ No

2. What type of incremental display do we have?

☐ None
☐ CF Display
☐ SS Other Incremental Display
☐ NSS Other Incremental Display

3. Which Basic POS items are present at the retail location?

☐ Price Call Out
☐ B-Header
☐ Shelf Talker
☐ Dangler
☐ Starburst
☐ Poster
☐ Carton Header
☐ Banner

4. What is Basic's price and price reduction?

☐ Price
☐ Price Reduction

Competitive Information:

1. Camel Information

☐ Price
☐ Buydown Amount

2. GPC Information

☐ Price
☐ Buydown Amount

Outstanding Premium Brands:

1. Does the OPB Down Promotion have the most impactful visibility of any promotion in the store?

☐ Yes
☐ No

2. What type of incremental display do we have?

☐ None
☐ CF Display
☐ SS Other Incremental Display
☐ NSS Other Incremental Display

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3. Which OPB POS items are present at the retail location?

- ☐ Price Call Out
- ☐ B-Header
- ☐ Lead Brand Poster
- ☐ Multi Brand Poster
- ☐ Banner

4. What is OPB's price and price reduction?

- ☐ Price
- ☐ Price Reduction

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