

CORE ISSUE

MARKET SHARE GROWTH AND PRODUCT INNOVATION

ISSUE

includes spin-offs.

To maintain leadership in the domestic tobacco industry, RJRT must achieve significant annual increases in cigarette share of market. The existing brand/families provide opportunities for further share growth, but long-term market leadership and competitive superiority require innovative new brand positionings or technological advantages which bring greater focus to the wants of the consumer.

OBJECTIVE

Achieve significant, profitable growth in market share and maintain industry leadership.