

October 1, 1996

To: Rich Kane

Re: Market Visit

Dear Rich:

The following are the accounts we visited on Sept. 26, 1996. Also included are the Sales Reps and Retail Reps assigned to them.

If you have any questions please call me.

Sincerely,

DMARTE

cc A.P. SCOTT

1) SHELL FOOD MART #56654
48 Madison St.
Worcester, Ma.

Jim Delaney / Jessica Leonard
AIM IND 670 SIS IND
AIM RJR 65 SIS RJR
Contracts: Pk Outlet 2J \$280.00
Pk Accrual L2J \$108.00

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OBSERVATIONS

2 Full price displays.
Camel 2 pk accrual displayed in temp.
Display in back bar location.
GAP on strategy
Good use of PDI and POS.
Good price communication.

2) Polep Cash + Carry # 103542
DBA Palley Dist.
1049 Main St. Worcester, Ma.

OBSERVATIONS

Good use of dump bins to promote
Salem against Newport .30 off.

3) G+M GROCERY # 695238
504 Cambridge St.
Worcester, Ma.

OBSERVATIONS

Good price communication.

Y sign on location to be installed.
GAP on strategy.

4) SUNOCO A PLUS #610098
527 SW CUTOFF.
WORCESTER, MA

OPPORTUNITIES

Change Winston display to Camel.
This will give Camel more exposure.
Place Doral and Monarch display
next to Basic display, for better
exposure.

Jim Delaney / John Robillard
AIM 59 IND. 6 RJR SIS 300/25
Contracts: NONE

OPPORTUNITIES

Continue to monitor the account to see if
volume warrants contracts.

Jim Delaney / Jessica Leonard
AIM IND 109 SIS IND 125
AIM RJR 28 SIS RJR 28
Contracts: Pk Outlet L2A \$130.00
Pk Accrual L2A \$30.00

OPPORTUNITIES

Move Doral display next to Camel or
Winston
Light all displays.
Increase RJR presence

JIM DELANEY / JOHN ROBILLARD
AIM IND 189 SIS IND 235
AIM RJR 41 SIS RJR 35
CONTRACT: 1BASE1 WARNING
SD1 D ISSUED

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OBSERVATIONS

DISPLAYS TAGGED AND LOADED.
GAP ON STRATEGY

OPPORTUNITIES

NEED 2nd FULL PRICE DISPLAY.
REVIEW CURRENT CONTRACT.
INCREASE RJR PRESENCE.
NEED PRICE COMMUNICATION ON
SALEM.

- 5) **GREENWOOD SERVICE (GETTY)**
350 GREENWOOD ST.
WORCESTER, MA.

JIM DELANEY / JOHN ROBILLARD
AIM IND 67 SIS IND 140
AIM RJR 14 SIS RJR 18
CONTRACTS: PK OUTLET L2A
PK AC MAT L2A

OBSERVATIONS

GOOD PRICE COMMUNICATION.
DISPLAY TAGGED AND LOADED.
GAP ON STRATEGY.

OPPORTUNITIES

MOVE CAMEL TO THE WINSTON
DISPLAY.
INCREASE BASE WINSTON, AND
DECREASE SELECT.
BREAK DOWN DORAL TO B1B1F.
INCREASE RJR PRESENCE ie. CURB
MOUNT/BANNER.
REVIEW CURRENT CONTRACT.

- 6) **RT.20 SHELL # 023231**
WASHINGTON ST.
AUBURN, MA.

TONY KUSEK / JOHN ROBILLARD
AIM IND 329 SIS IND 359
AIM RJR 104 SIS RJR 117
CONTRACTS: PK OUTLET L2K \$295.00
PK AC MAT L3K \$249.00
PK OUTLET EHMC \$5.00

OBSERVATIONS

DISPLAYS TAGGED AND LOADED.
WINSTON DISPLAY BLOCKED.
SALEM PKS NOT DISCOUNTED

AGAINST NEWPORT PKS.

OPPORTUNITIES

RAISE WINSTON DISPLAY.
MONITOR ACCRUAL FUNDS TO
ENSURE THAT PROMOTION IS
BEING
WORKED AT RETAIL.

GAP ON STRATEGY

. NEED PRICE COMMUNICATION ON
2PK CAMEL ACCRUAL PROMOTION.

7) WAL MART #591811
742 MAIN ST.
NORTH OXFORD, MA.

JOHN ROBILLARD
AIM IND 229 SIS IND 220
AIM RJR 24 SIS RJR 30
CONTRACTS: CTN OUTLET L1E
 CTN ACCRUAL L1E
DELETION OF PAYMENT ON 9-17-96

OBSERVATIONS

ALL CARTONS WERE BEHIND
SERVICE DESK.

OPPORTUNITIES

8) CUMBERLAND FARMS #177744
RT 12 AND 20
NORTH OXFORD, MA.

JOHN ROBILLARD
AIM IND 228 SIS IND 204
AIM RJR 59 SIS RJR 54
CONTRACTS: PK OUTLET L2F \$200.00
 PK AC MAT L2F \$81.00
 PK OUTLET EHMC \$25.00

OBSERVATIONS

NO TAG SHEETS IN CAMEL
DISPLAY.
NO CHANNEL STRIPS ON MUSTANG
DISPLAY.
NEW OVERHEAD TRAYS NEEDED.

OPPORTUNITIES

CALL AM STEVE MANOS AND
DISCUSS WAYS TO IMPROVE RJR
DISPLAY POSITIONS.
TAG ALL DISPLAYS
INCREASE RJR PRESENCE AND
PRICE COMMUNICATION.

9) AUBURN GETTY # 726602
481 WASHINGTON ST.
AUBURN, MA.

TONY KUSEK / JOHN ROBILLARD
AIM IND 0 SIS IND 155
AIM RJR 0 SIS RJR 34
CONTRACTS: PK OUTLET L2B
PK ACCRUAL L2B

OBSERVATIONS

GOOD PRICE COMMUNICATION
GAP ON STRATEGY
NO DORAL ON SAVING DISPLAY.
DORAL DISCOUNTED BUT NOT
DISPLAYED.

OPPORTUNITIES

INSTALL NEW 6 WIDE TRAY TO
REPLACE OLD CCD TRAYS.
INCREASE RJR PRESENCE WITH
Y SIGN OR 15-49 SIGN.
LIGHT ALL DISPLAYS.
UPGRADE SAVING DISPLAY TO A
SYSTEM III THIS WILL
ACCOMMODATE
BOTH DORAL AND MONARCH PACKS.

10) CUMBERLAND FARMS #701045
550 WASHINGTON ST.
AUBURN, MA.

JOHN ROBILLARD
AIM IND 162 SIS RJR 134
AIM RJR 45 SIS RJR 35
CONTRACTS: PK OUTLET L2F
PK AC MAT L2F
PK EHMC

OBSERVATIONS

NEED BETTER PRICE
COMMUNICATION.
GAP ON STRATEGY.

OPPORTUNITIES

LIGHT ALL DISPLAYS
USE NEW 6 WIDE TRAYS TO GET
BETTER PRESENCE.
CLEAN ALL DISPLAYS

11) COLONY FARMS #691994
1243 MILLBURY ST.
WORCESTER, MA.

JIM DELANEY / JOHN ROBILLARD
AIM IND 42 SIS IND 118
AIM RJR 8 SIS RJR 18

CONTRACTS: PK OUTLET L2A
PK AC MAT L2A

OBSERVATIONS

CAMEL DISPLAY FILLED WITH
ACCRUAL 2PK PROMOTION.
WINSTON DISPLAY HAD

INSUFFICIENT INVENTORY.

OPPORTUNITIES

REVIEW CURRENT CONTRACT
TO STORE VOLUME.
IMPROVE RJR PRICE
COMMUNICATION.
OVERHEAD NEEDS LIGHT BULBS.

12) **QUICK PICK THRIFT #432253**
190 MILLBURY ST.
WORCESTER, MA.

JIM DELANEY / JESSICA LEONARD
AIM IND 29 SIS IND 125.
AIM RJR 9 SIS RJR 46
CONTRACTS: PK OUTLET L2D \$170.00
PK AC MAT L2D \$60.00

OBSERVATIONS

WINSTON DISPLAY HAD NO
STOCK.
CAMEL DISPLAY HAD LOW
STOCK.
DORAL DISPLAY WAS TURNED
AROUND, WITH ITS BACK
FACING THE CUSTOMER.
OLD PDI IN FRONT WINDOWS.

OPPORTUNITIES

DOES VOLUME / COMPLIANCE
WARRANT CONTRACT.
UPDATE PDI + RJR PRESENCE.
CLEAN ALL FIXTURES AND PACKS.

13) **KELLY SQUARE EXXON #575845**
185 MADISON ST.
WORCESTER, MA.

JIM DELANEY / JESSICA LEONARD
AIM IND 397 SIS IND 390
AIM RJR 56 SIS RJR 65

CONTRACTS: PK OUTLET L2F \$200.00
PK AC MAT L2F \$81.00

OBSERVATIONS

GOOD PRICE COMMUNICATION.
GAP ON STRATEGY.
DISPLAYS HAD ADEQUATE
INVENTORY.

OPPORTUNITIES

MOVE CAMEL DISPLAY TO SELF
SERVE LOCATION.
LIGHT ALL DISPLAYS.
INSTALL Y SIGN FOR
CONTRACTUAL
GUIDELINES.

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