

BATCF Plan 1991-1995

Points arising from the CPC discussion of the BATCF Plan were as follows.-

1. There should be continuing pressure to achieve a 12% p.a. increase in profits in 1991 and succeeding years. BATCF have been challenged to achieve trading profits of DM226 million in 1991 (vs. DM223 million in the Plan).
2. The need to concentrate efforts on a limited number of new launches was again emphasised.
3. The BATCF document is largely a marketing plan and the CPC stressed that future plans should include all issues identified as being important to the future success of the company.
4. Reports due/issues to be monitored in 1991 include:-
  - (a) Review of production capacity plans (TSRT, May).
  - (b) Head Office/R&D relocation (by mid year).
  - (c) Diversa (September/October when clinical trials completed).
  - (d) SAFE Funds reallocation (MPB meeting, February).
5. The importance of optimising the overall return on the funds invested in Germany was stressed - ensuring that all elements of the business (including exports and special business) made a contribution sufficient to justify incremental investment.
6. BATCF should also retain flexibility to react to adverse trends, including the possibility of a price-war.

RS/DJA  
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