

## DORAL RETAIL 2001

### **IDEA: Soft Pack and Box Combo**

Responsibility: Scott Lund - 8/10/00

#### **1. Idea Definition**

The Soft Pack and Box Combo ("softbox") idea is to offer a new, revolutionary form of packaging for smokers. This new cigarette package form will offer the benefits of both soft pack and box forms in a single package. Similar to packaging breakthroughs in other categories, the softbox delivers a "2 in 1" functional benefit, and demonstrate DORAL is the only premium value brand.

#### **2. Benefit to Franchise, Competitive Smokers, Retailers**

Franchise: Protects product, comfortable to carry, resealable, ease of use, proud to carry

Competitive: Same as franchise

Retailers: Reduced Shelf Space Requirements (higher \$ sales per linear foot)

#### **3. Scope (Impactful? Sell More Sticks? Different from today?)**

A breakthrough in cigarette packaging! This new pack form leverages the positives of soft pack and box forms, while eliminating the negatives associated with each. The softbox features include: resealable (freshness cue), conforms to pockets, protects sticks, collapsible as you consume, less trash, easy access, and it just looks cool. Everyone has to get one to see what it is all about. The softbox is only available from DORAL.

#### **4. Timeline**

Project Phase	Activity	Date
Idea / Concept	Charter Team	August 2000
	Overall Feasibility / Constraints Study	September
	Material Science & Sourcing Study	September
	Build Prototypes	October
Assessment	Consumer Qualitative Research	November
	Revise Lead Prototype	December
	Produce Units for Concept & Use Study	January 2001
	Concept & Use Study	February
Launch	Volume / Financials Assessment	March
	Finalize Specifications	April
	Start Production	May
	DTS	August 2001

#### **5. Resources Needed**

A project speed team consisting of the following players is recommended:

Role	Candidates
Business Unit Leader	David Williams or Chris Groom
R&D Packaging Leader	TBD
Plant Engineering Leader	TBD
Purchasing Leader	Kirk Hinshaw?
CB Account Leader	Scott Lund
CB Creative Leader	Jamie Stauffer
Vendor(s)	As Needed
Finance Leader	Phil Ziesemer or Jody Lowe

#### **6. Key Issues & Challenges To Address**

Material Feasibility

Production Feasibility

Tax Stamping Feasibility

Financial Feasibility

Consumer Acceptance & Adoption

Trade Adoption

Test Market / National Launch Logistics