

### **Selected Experience in the Tobacco Industry**

- Conducted competitor profile of BAT Industries
- Business Intelligence Study of Asian Competitors
- Competitor Analysis of BAT, Rothmans, Seita, and Tobacalera
- CI ongoing tracking study for competitor's coupon's - evaluation of direct mail sent to consumers and their attitudes toward the direct mail program in the Midwest
- Monitoring of competitor websites
- Competitor analysis of UK and Canadian firms
- Strategic repositioning study for large tobacco company
- Taiwan Tobacco Study
- Japan Tobacco CI Study
- Tobacco E-Commerce Study
- Focus group interviews to determine product specifications for a major electric cigarette producer