

TOBACCO PROMOTIONAL GROUPS - CHANGE of GROUP AMENDMENT FORM.Attention: State Tobacco Buyer / **Supplier Representative****RETAILER DETAILS**

Metcash Customer Number

Store Name

Store Suburb & State

Retailer Representative

Title

Contact Number

Please amend my store in the "Tobacco Promotional Groups" program from my old group to the new group as 'marked' below.

PROMOTION GROUP	My Current Group	Move to New Group
TOBACCO GROUP 1 (75)		
TOBACCO GROUP 2 (76)		
TOBACCO GROUP 3 (77) PML		
TOBACCO GROUP 1A (74) BATA		

Speak to PML Rep to Opt-in**Speak to BATA Rep to Opt-in****RETAILER AUTHORITY**

This form should be signed by the Store Manager / Owner.

I agree that my store will be audited by the tobacco supplier representatives and that failure to comply to the promotional criteria could lead to disqualification and removal of my store from the promotional group

Print name

Signature

SUPPLIER SIGN-OFF (For Exclusive Groups Only)

Print name

Signature
& Company

Please Fax this amendment form back to your IGA State Tobacco Buyer

FAX Your State: QLD: 07 3804 4034 NSW: 02 8811 7423 VIC: 03 8368 6171 SA: 08 8152 8505 WA: 08 9311 6767**For Exclusive Groups 3 and 1A please send the form to your BATA/PML State Representative for sign-off**



TOBACCO PROMOTIONAL GROUPS - Classifications

Tobacco Group 1 (75):

Essential for SUPAs - Fits with Consumer Expectations of SUPAs having a competitive offer across all categories

Essential for IGA's that have more than one of the following competitors in their region:

- Grocery Chains (Standard Sell 7% - 8% Gross Profit on PKTs / Standard Sell 5% Gross Profit on CTNS)
- Tobacconists (Standard Sell 4% - 7% Gross Profit on PKTs & CTNs)

Group 1 Stores receive High Frequency of Promotions on Key product ranges such as Winfield / Peter Jackson / JPS with High Case Deals from all Tobacco Suppliers

Retailer Obligations

- Hosted promotional price points are to be reflected in store for duration of promotion (Case deals are based on an 9% margin for packets) excluding initial Buy-Week
- Promotional price points are to be ticketed at commencement & for duration of promotional activity (in accordance with state tobacco legislation) excluding initial Buy-Week

Tobacco Group 2 (76):

Essential for IGA's that have one of the following competitors in their region:

- Grocery Chains (Standard Sell 7% - 8% Gross Profit on PKTs / Standard Sell 5% Gross Profit on CTNS)
- Tobacconists (Standard Sell 4% - 7% Gross Profit on PKTs & CTNs)

Group 2 Stores receive Regular Promotions on Key product ranges such as Winfield / Peter Jackson / JPS with Competitive Case Deals for their market

Retailer Obligations

- Hosted promotional price points are to be reflected in store for duration of promotion (Case deals are based on an 11% margin for packets) excluding initial Buy-Week
- Promotional price points are to be ticketed at commencement & for duration of promotional activity (in accordance with state tobacco legislation) excluding initial Buy-Week

Tobacco Group 3 (77):

Essential for SUPAs - Fits with Consumer Expectations of SUPAs having a competitive offer across all categories

Essential for IGA's that have more than one of the following competitors in their region:

- Grocery Chains (Standard Sell 7% - 8% Gross Profit on PKTs / Standard Sell 5% Gross Profit on CTNS)
- Tobacconists (Standard Sell 4% - 7% Gross Profit on PKTs & CTNs)

Group 3 Stores receive High Frequency of Promotions with the Highest Case Deals on PML key product ranges, whilst continuing to receive Group 1 (75) deals from the other suppliers

Retailer Obligations

- Hosted promotional price points are to be reflected in store for the duration of promotion (Case deals are based on 8.5% margin from PML and 9% from others) excluding initial Buy-Week
- Promotional price points are to be ticketed at commencement & for duration of promotional activity (in accordance with state tobacco legislation) excluding initial Buy-Week

Tobacco Group 1A (74):

Essential for SUPAs - Fits with Consumer Expectations of SUPAs having a competitive offer across all categories

Essential for IGA's that have more than one of the following competitors in their region:

- Grocery Chains (Standard Sell 7% - 8% Gross Profit on PKTs / Standard Sell 5% Gross Profit on CTNS)
- Tobacconists (Standard Sell 4% - 7% Gross Profit on PKTs & CTNs)

Group 1A Stores receive High Frequency of Promotions with the Highest Case Deals on BATA key product ranges, whilst continuing to receive Group 1 (75) deals from the other suppliers

Retailer Obligations

- Hosted promotional price points are to be reflected in store for duration of promotion (Case deals are based on an 9% margin for packets) excluding initial Buy-Week
- Promotional price points are to be ticketed at commencement & for duration of promotional activity (in accordance with state tobacco legislation) excluding initial Buy-Week