

Unknown

From: Ruhl, Athena M
Sent: Friday, July 12, 2002 9:34 AM
To: Harrington, Mary L
Subject: FW: Brand classification (draft)

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-----Original Message-----

From: Chressanthis, George A
Sent: Saturday, July 06, 2002 11:39 PM
To: Ruhl, Athena M; Rosenkrans, Wayne A; Arvan, David; Walters, Jeff; Siena, Mike
Cc: Chressanthis, George A; Harrington, Mary L
Subject: Brand classification (draft)



Brand Classification
5-30-02 (...)

Folks,

I've put together input from Wayne, Dave, and my group. Jeff doesn't have this issue to deal with (at least not yet) and most of Mike's folks are deployed to the teams.

The first slide is what we came up with as a BA&I brand classification. The next three slides are for CI, Forecasting, and PRA. Some common themes emerge from the 3 group slides:

1) CI and Forecasting are more similar to each other in that after the dedicated support products, both groups tend to look to the future when giving support and less support to in-line products. This is a direct consequence of the nature of analysis both groups perform for the teams.

2) PRA is just the opposite. After the dedicated support products, less support is given to the products in the future and more effort to the current in-line products. [REDACTED] gets support due to the upcoming [REDACTED] formulation. This is a consequence of the types of analyses the PRA group performs for the teams that generally require data the current in-line or soon-to-launch products have that is lacking for products launching farther in the future.

This is a draft. Feel free to make changes. Hope you had a nice holiday break.

George

