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A PRELIMINARY ASSESSMENT OF
THE FEASIBILITY OF A SUBSIDIZED
CONTRACEPTIVE MARKETING PROGRAM
IN TRINIDAD-TOBAGO

A Report Prepared By:
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DEPARTMENT OF STATE
AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON, D.C. 20523

May 8, 1980

Ms. Betty Howell
American Public Health Association
1015 15th Street, N.W.
Washington, D.C. 20036

RE: Scope of Work for Extension of CRS to CARICOM Countries

Dear Betty:

Further to your forthcoming visit to Trinidad to investigate the feasibility of extending the Jamaica CRS program to Trinidad-Tobago and other CARICOM countries, I am enclosing the following:

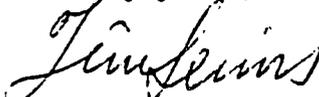
- a) Grace Kennedy proposal.
- b) Derived price structures and program costs schedules.

Your visit should try to resolve the following issues:

- 1) JNFPB's selling price of packaged commodities to Grace Kennedy for export, and confirmation of other export charges.
- 2) Duty rebates on contraceptives in CARICOM countries.
- 3) Reasonable advertizing costs by media and country.
- 4) TT FPA co-operation required and forthcoming.
- 5) Field force duties and expenses.
- 6) Distributors role in sales promotion.
- 7) Grace Kennedy's current attitudes towards the expansion and their general agreement to a direct USAID contract for its performance.
- 8) Sales estimates given relatively high prices.
- 9) Potential new product introductions.
- 10) Plans for eventual advertizing and OTC sales of Perle.

You are to assume that this expansion effort should be totally self-sufficiently except for: (1) Commodities; (2) An advertizing grant in the first two years.

Sincerely yours,



Timothy Seims
Project Manager
Family Planning Services
Office of Population

cc: USAID/Jamaica:TTiffany
DS/POP/LA:DDenman
DS/POP/FPSD:HAPedersen
DS/POP/FPSD:ADanart
LAC/DR:RCorno
USAID/ Barbados:PFeeney
USAID/Trinidad:JRickett

1. JNFPB's selling price of packaged commodities to Grace Kennedy for export and confirmation of other export charges.

Grace Kennedy is unwilling at this time to confirm the manufacture, export, and retail costs for Perle and Panther products laid out in its 1979 CARICOM distribution proposal without undertaking further market research. It is the opinion of Ms. Mabel Tenn, a Director of Grace Kennedy, that the original research should be augmented and that costs incurred for this additional study should be reimbursed by AID.

Some areas where costs have changed from the 1979 Grace Kennedy proposal, however, can be identified and have been developed by the consultant. See the attached charts which give projections of 1980 manufacture, export and consumer costs. For Grace Kennedy's previous proposal estimates and for the statements of increased packaging and distribution costs on which the current charts are based, see Appendices B-H.

It is the recommendation of the consultant that there be no Jamaica National Family Planning Board involvement in the CARICOM project. There now appears to be no administrative or cost advantages to possible JNFPB involvement, while introduction of another agency into the CARICOM project would seem unnecessarily to complicate program administration.

Table 1

MANUFACTURING COSTS, 1980:
 CONDOMS DISTRIBUTED IN
 POP-UP-BOXES

	<u>Condoms In Pop-Up-Boxes (480 pkts. of 3)</u>
Product Cost	-
Customs Clearance	0.12
Truckage In	5.50
Packets (480)	24.00
Leaflets (480)	5.76
Pop-Up-Boxes (20)	16.70
Wall Dispensers (20)	-
Outer Carton (1)	1.03
Labor (25% increase estimated)	<u>14.38</u>
Prime Cost J\$	67.49
<u>Overhead</u>	
Warehousing	6.02
Interest 15%	<u>10.12</u>
	83.63
Administrative Expenses (25% increase)	<u>2.43</u>
	86.06
Profit 5%	<u>4.30</u>
Total Production Cost J\$	90.36

Table 2
EXPORTING COSTS, 1980:
CONDOMS

	Condoms In Pop-Up-Boxes (480 pkts. of 3)
Export Buying Price J\$	90.36
Markup 10%	<u>9.04</u>
	99.40
Truckage Out	5.50
Wharfage	<u>0.12</u>
	105.02
@1.77875 J\$	59.04
Advertising Allowance US\$	14.40
(3¢ per package of three)	<u> </u>
FOB US\$	73.44

Table 3
 CIF AND CONSUMER COSTS, 1980:
 CONDOMS

		Condoms In Pop-Up-Boxes (480 pkts. of 3)
FOB Price	US\$	73.44
Freight (25% increase)		2.78
Insurance (2% of CIF price)		<u>1.53</u>
CIF	US\$	77.75
Duty 20%		-
Landing Charges 3%		<u>2.33</u>
		80.08
Distributor Markup 25%		<u>20.02</u>
		100.10
Retailers Markup 50%		<u>50.05</u>
Retailers per Case	US\$	150.15
Retailers per Unit (package of 3)	US\$	0.31
Retailers per Unit (package of 3)	TT\$	0.74

Table 4
 MANUFACTURING COSTS, 1980:
 ORALS

	<u>Perle 720/1 Cycle</u>	<u>Perle 240/3 Cycle</u>
Product Cost	-	-
Customs Clearance	0.18	0.06
Truckage In	7.25	7.25
Packets	51.84	21.12
Leaflets	14.40	6.24
Pop-up Boxes	10.50	10.50
Outer Cartons	1.04	1.04
Labor (estimated 25% increase)	<u>16.88</u>	<u>16.88</u>
Prime Cost J\$	102.09	63.09
<u>Overhead</u>		
Warehousing	8.30	8.30
Interest 15%	<u>15.31</u>	<u>9.46</u>
	125.61	80.85
Administrative Expenses (estimated 25% increase)	<u>2.43</u>	<u>2.43</u>
	128.04	83.28
Profit 5%	<u>6.40</u>	<u>4.16</u>
Total Production Cost J\$	134.44	87.44

Table 5
EXPORTING COSTS, 1960:
ORALS

	<u>Perle 720/1 Cycle</u>	<u>Perle 240/3 Cycle</u>
Export Buying Price J\$	134.44	87.44
Markup 10%	<u>13.44</u>	<u>8.74</u>
	147.88	96.18
Truckage Out	7.25	7.25
Wharfage	<u>0.14</u>	<u>0.14</u>
J\$	155.27	103.57
@1.77875 US\$	US\$ 87.29	58.23
Advertising Allowance	<u>129.60</u>	<u>129.60</u>
(18¢ per unit)		
FOB US\$	216.89	187.83

Table 6
 CIF AND CONSUMER COSTS, 1980:
 ORALS

	<u>Perle 720/1 Cycle</u>	<u>Perle 240/3 Cycle</u>
FOB Price US\$	216.89	187.83
Freight (estimated 25% increase)	4.00	4.00
Insurance (2% CIF)	<u>4.75</u>	<u>3.84</u>
CIF US\$	225.64	195.67
Duty 20%	-	-
Landing Charges 3%	<u>6.77</u>	<u>5.87</u>
	232.41	201.54
Distribution markup 25%	<u>58.10</u>	<u>50.39</u>
	290.51	251.93
Retail Markup 50%	<u>145.26</u>	<u>125.97</u>
Retail per Case 720 US\$	435.77	377.90
Retail per Unit 1-cycle US\$	0.61	1.57
Retail per Unit 1-cycle TT\$	1.46	3.77

2. Duty rebates for contraceptives in Caricom countries.

If the CRS contraceptive products are imported into Trinidad-Tobago through the Family Planning Association of Trinidad-Tobago, there will be no import duty levied on the goods. In order to take advantage of the FPA duty-free concession, however, the contraceptive products must be consigned and invoiced to the Trinidad-Tobago Family Planning Association. It is the understanding of the consultant that only if 50% or more of product value is added in Jamaica to goods exported from Jamaica would the products be duty-free in Trinidad-Tobago through CARICOM agreements. If the Family Planning Association duty-free concession is used, however, the CARICOM considerations are irrelevant.

3. Reasonable advertising costs by media.

There are no reported legal restrictions on contraceptive advertising in Trinidad-Tobago. The Family Planning Association itself is a heavy advertiser. Advertising for Akwell condom products which was turned down for use on television several years ago was rejected by the Catholic owner of the television station rather than by government or other official restrictions on such advertising. It is the opinion of Emile Elias, President of the Trinidad-Tobago Family Planning Association, that such a rejection of contraceptive advertising for television on the grounds of personal belief would not occur at the present time.

Current rate cards for press, radio and television media are attached in the Appendices. Rate cards are currently unavailable for cinema advertising. Outdoor and point-of-purchase advertising are not heavily used in Trinidad-Tobago because of extreme limitations of space. It is not at all unusual for salesmen to remove the exterior signs and interior promotional material of competitors in order to put up their own in-store product advertising. Pharmacies in Trinidad-Tobago are traditionally quite small. When promotional material and point-of-purchase advertising serves some function for the retailer, therefore, it is most likely to have the longest store life. In the opinion of John Corbin of Corbin/Compton Advertising, the Panther wall dispenser and pop-up counter boxes would have good chances of in-store survival despite space limitations because of their function as dispensers.

Newspapers. The two primary newspapers in Trinidad-Tobago are The Guardian with a Sunday circulation of 100,000 and The Express with a current Sunday circulation of 120,000. The Guardian was recently burned down in a workers' dispute but will reopen, it is thought, in September. Current circulation of The Express is somewhat skewed by the additional circulation it has acquired because of the temporary closing of The Guardian. It should be noted that Emile Elias will not offer the cooperation of the Family Planning Association to the CRS project if CRS advertising is placed in The Bomb or any of its related newspapers - which he labels as "scurrilous rags." According to John Corbin, there is virtually no research available on the print media in Trinidad-Tobago.

Television. Trinidad-Tobago is currently serviced by one television station. Another station will be opening soon, but it is reported that the new station will not provide any substantial commercial advertising time. Television penetrates two-thirds of the population of Trinidad-Tobago. It is considered to be the most important advertising medium as opposed to print, which in ordinary mass consumer product campaigns would be dropped when advertising is reduced to maintenance levels.

Radio. There are in Trinidad-Tobago two radio stations: one privately owned, one government owned. Each station has both AM and FM outlets. Radio commands virtually 100% penetration of the Trinidad-Tobago market.

Table 7

INITIAL TWELVE-MONTH ADVERTISING CAMPAIGN
(WITH TELEVISION)

<u>Medium*</u>	<u>Rate</u>	<u>Schedule</u>	<u>Cost</u>
Television (21%)	Weekday TT\$730/30 sec.	30 Weekday spots	30,000
	Weekday 300/30 sec.	27 Weekend spots	
	Premium 115/30 sec.	15 Spots/week for 25 weeks	44,500
	'A' 78/30 sec. 'B' 48/30 sec.	7 Spots/week for following 25 weeks	
Press (17%)	Weekday 14/col. in.	31 Weekday ads	25,000
	Sunday 19/col. in.	10 Sunday ads	
		(based on 40 column inches)	
Cinema (14%)	Rates Unavailable		20,000
Point-of-Purchase (17%)		Signs, decals, ** Posters	25,500***
		TOTAL	TT\$ 144,000 US\$ 60,000

*Production costs should be minimal since use of the Jamaican-developed "If you care about life" campaign has been proposed by Grace Kennedy.

**Packaging and dispenser costs have been included in FOB cost of goods.

***It is suggested that POP materials needed for a CRS project in Trinidad-Tobago be added to the print runs of the JNFPB CRS project. Larger orders will be to the cost advantage of both programs; consequently, such an arrangement should be discussed by Grace Kennedy or Dunlop/Corbin/Compton with the appropriate JNFPB officials.

INITIAL TWELVE-MONTH ADVERTISING CAMPAIGN
(WITHOUT TELEVISION)

<u>Medium</u>	<u>Schedule</u>	<u>Cost</u>
Radio (42%)	18 Spots/weeks for 25 weeks 8 Spots /week for following 25 weeks	55,500
Press (23%)	36 Weekday ads 14 Sunday ads	30,400
Cinema (15%)		20,000
Point-of-Purchase (20%)		26,100
	TOTAL	TT\$ 132,000 US\$ 55,000

Cinema. Cinema advertising is the only target specific advertising available in Trinidad-Tobago. There are seventy cinema houses, twelve in Port of Spain, eight in San Fernando, and fifty in the remainder of the country. These theatres are thought to be fairly evenly distributed throughout the country. Cinema is considered by Corbin/Compton as a must for the CRS project.

Magazines. There is virtually no magazine advertising in Trinidad-Tobago. Several special interest books such as Naturalist and a "color" magazine called People have a circulation of perhaps 15,000. Magazine advertising is considered inappropriate to the CRS project in Trinidad-Tobago.

John Corbin indicates that a campaign on the level of TT\$500,000 is not unusual for the introduction of a mass consumer product such as rum and that a maintenance level campaign in such a case of TT\$250,000 is minimal. It is the opinion of the consultant that an initial advertising campaign in the amount of US\$60,000 (TT\$144,000) will be adequate for introduction of the CRS contraceptive products to the Trinidad-Tobago market. Attached is a possible distribution of the initial phase advertising budget along with an alternative advertising schedule which reflects the possible unavailability of television advertising to the CRS project.

4. TT FPA Cooperation Required and Forthcoming.

The CRS project has the apparently enthusiastic cooperation of the Executive Committee of the Trinidad-Tobago Family Planning Association. This committee is led by Emile Elias, its dynamic President, who is very aggressive in wanting a Contraceptive Retail Sales program in Trinidad-Tobago. (Mr. Elias is a friend of the Prime Minister and reportedly speaks to him often concerning family planning issues.) It should be noted that Arnot Joseph, Acting Executive Director of the Family Planning Association, was not present during the discussions between the consultant and the Executive Committee. Emile Elias is clearly the decision maker within the group, and he indicated in discussions with the consultant that the Family Planning Association would agree to bring CRS products into Trinidad-Tobago under the FPA duty-free concession and would provide an aegis for the CRS program with the FPA's apparently considerable reputation. The Family Planning Association, he added, must be compensated for its time and effort. Mr. Elias is willing to negotiate with AID either a lump sum or a percentage-of-project-cost compensation. As exchange for FPA cooperation he requires, in addition to the financial compensation mentioned above, that the FPA vet all advertising used in the CRS project, that no CRS advertising appear in The Bomb or its related papers, that a simply written leaflet appropriate to the Trinidad-Tobago population be written for inclusion in the pill packet, and that the Family Planning Association be allowed to contribute its opinions and ideas to the development of the project. It appears to the consultant that if the AID contract does not state clearly whether Grace Kennedy or the Family Planning Association of Trinidad-Tobago is the agent ultimately responsible for project performance that program leadership could become a problem area.

CRS products, as stated above, must be consigned and invoiced to the Family Planning Association of Trinidad-Tobago in order to take advantage of the FPA's duty-free concession. It is the opinion of Mr. Elias that FPA title to the goods is not necessary.

For a review of the Family Planning Association of Trinidad-Tobago and its activities, see Appendix L which is the 1978 Annual Report of that organization - the most current available. Aspects of this report particularly relevant to the CRS project are the sections on the Family Planning Association clinics - one in Port of Spain, one in San Fernando - and its own CBD program. Using twelve mobile officers, the Family Planning Association distributes contraceptive products at 120 points - mostly factories and other large concentrations of workers. These products are given free of charge in two-to-three month supply lots.

5. Field Force Duties and Expenses.

6. Distributors role in sales promotion.

Of the 1.2 million population of Trinidad-Tobago, it is estimated that 63% is urban, 32.8% is rural, while 4.2% resides in Tobago. As expressed in sales, 45-50% of retail sales occur in Port of Spain, 25% in San Fernando and 25% in the rest of the country. It should be noted, however, that wholesalers operating out of Port of Spain sell goods to retailers for resale in the central part of the country thus distorting Port of Spain's sales figures upward.

Goods are delivered to consumers through supermarkets (75-100 evenly distributed throughout the country though more sparsely in the central region), groceries, country shops (small counters with only canned goods and basic commodities and refrigeration only for drinks). There are an estimated 7,000 retail outlets in Trinidad-Tobago which include bars, restaurants, hotels, groceries, and the like. Food and drink distributors use wholesalers as well as direct sales to key accounts. In Port of Spain there are ten to fifteen wholesalers which are store-front establishments. Additionally fifteen wholesaler vans operate out of Port of Spain. There are approximately twenty wholesalers and distributors of proprietary and ethical drugs of any consequence and virtually all of these are headquartered in the Port of Spain area. Distribution of consumer products follows the two main highways (see attached map): east-west from Port of Spain to Arima and north-south from Port of Spain to San Fernando.

Quesnel and Fernandez currently has three representatives who travel regular sales territories and call on key accounts either weekly or fortnightly. Of the 212 pharmacies in Trinidad-Tobago Quesnel and Fernandez salesmen call on all of them. Smaller pharmacies, however, are called on less frequently than others. Of the 7,000 other retail outlets, Quesnel and Fernandez salesmen - who are primarily order takers - call directly only on wholesalers, supermarkets, and groceries. Once a week Quesnel and Fernandez vans leave Port of Spain to deliver goods ordered through the salesmen. As of now Quesnel and Fernandez has no detail person; however, a request for one detail person has been included in their sales budget for the coming fiscal year. This means that Quesnel and Fernandez now depends heavily on manufacturer's representatives for the promotion and selling of specific products.

Quesnel and Fernandez is at this time the exclusive agent in Trinidad-Tobago for Searle oral contraceptives. Under their agreement with Searle, Quesnel and Fernandez must obtain permission from Searle to carry any other line of oral contraceptives. Mr. Young, Pharmaceutical Sales Manager of Quesnel and Fernandez, has no idea now of what Searle's response will be to their request to carry the CRS oral contraceptive product.

There is in Trinidad-Tobago a very strong pharmacists' lobby which has recently been able with the help of the medical association to restrict the sale of oral contraceptives to prescription sales in pharmacies. (See Appendix M for a list of registered/restricted oral contraceptives. Note that Norinyl is on the registered and therefore restricted sales list.) The pharmacists' lobby additionally has been able to restrict the sale of proprietary products to pharmacies, as is the case in the Dominican Republic. For example, artificial sweeteners and even medicated shampoos may not be sold in supermarkets in Trinidad-Tobago. Only shops which are more than two to four miles from any pharmacy can carry

proprietary products. Everyone - including Emile Elias - with whom the consultant spoke strongly recommended that Panther as well as Perle be sold initially only in pharmacies in order not to antagonize the powerful pharmacists' lobby. It was suggested that perhaps six to twelve months after the CRS program has begun and after the support of the pharmacists' lobby for the CRS project is secure that condoms be introduced into non-pharmacy outlets. Future project coordinators should contact Mr. Neville Diaz, Secretary, Pharmacists' Board of Trinidad-Tobago, and Yacoub Ali, President, Pharmacists' Board of Trinidad-Tobago.

Since Perle is restricted by law to prescription sales, the CRS project will definitely need a detail person to promote Perle among prescribing physicians. Mabel Tenn has stated that Grace Kennedy already plans to put a representative in residence in Trinidad-Tobago to promote and monitor the full Grace Kennedy product line. Responsibilities of this representative would also include, according to Ms. Tenn, monitoring Perle and Panther product sales and detailing Perle. Since Grace Kennedy already plans the establishment of a representative in Trinidad-Tobago to detail and promote the Grace Kennedy product line, it is conceivable that there will be no cost to the CRS project for detailing or that a percentage of this person's expenses could be negotiated with Grace Kennedy and charged to the CRS project. Ms. Tenn was unable to give a conclusive statement on this matter at the time of her conversation with the consultant and felt unable to estimate the total cost of putting such a person in place in Trinidad-Tobago.

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7. Grace Kennedy's Current Attitude towards the Expansion and their general agreement to a direct USAID contract for its performance.

Grace Kennedy currently seems very interested in pursuing the CRS CARICOM project. There are perhaps several factors influencing this interest. Among them is the fact that trading companies formed by the state have in some estimates decreased Grace Kennedy's domestic business by as much as 40% over the past several years. Additionally with current unrest in Jamaica, domestic sales have fallen sharply because retailers are ordering only shelf stock due to their fear that warehoused goods will be either stolen or destroyed. Mabel Tenn, who is the Director of Grace Kennedy managing exports, expresses the willingness of Grace Kennedy to negotiate directly with USAID and to establish performance criteria against which Grace Kennedy can be judged.

The corporate headquarters for Grace Kennedy is the Kingston office. There is a subsidiary firm in Montreal and an associated company in the U.S. In Ms. Tenn's opinion, however, it would be more efficient and less costly to USAID to deal directly with the headquarters office rather than with the U.S. associated firm. The 1978 financial statement for Grace Kennedy, the most current financial statement now available, will be forwarded to USAID by Ms. Tenn through the office of Terry Tiffany. She anticipates no difficulty with currency transfers through the Bank of Jamaica.

8. Sales Estimates Given Relatively High Prices.

A. Demographic Background. In the Trinidad-Tobago population of 1.02 million in 1967, there were 208,700 women in the fertile ages of 15-44 years (Country Profiles, The Population Council, 1971). With the current population of 1.2 million, the number of women at risk is estimated variously from 170,000 to 240,000. The Government of Trinidad-Tobago is now revising its statistical reporting procedure and has ordered that no 1980 census information be given out until the reporting transition is completed. It is expected that the government will have released in six months the 1980 population by census enumeration area which will be followed by release of age/sex population distribution information. Which statistical categories will be released following these is as yet uncertain. For present sales estimates 220,000 will be taken as the current population of women at risk in Trinidad-Tobago. According to Population Studies (Volume 27, No. 1, 1973) - the most current data apparently available - 65% of women at risk have ever practiced birth control, 44% are now practicing, 21% no longer practice, and 35% have never practiced.

B. Economic Background. Income distribution throughout Trinidad-Tobago is indicated on the following chart. Quesnel and Fernandez estimates that at least 75% of the population is economically active with a minimum of 400,000 currently in the work force. Additionally East Indian family units have a strong tradition of mutual support. Coupled with the large-scale work programs of the Government of Trinidad-Tobago, these factors are said to allow very little abject poverty within the country.

As examples of wages currently paid, a domestic earns TT\$75/week, an estate worker TT\$20/day, a worker in the Government of Trinidad-Tobago special works program TT\$30-40/day, a Quesnel and Fernandez porter TT\$172/week with benefits, a Quesnel and Fernandez driver TT\$223/week with benefits (equivalent to \$250 per week without benefits.)

C. Commercial Market for Contraceptives. A variety of oral contraceptives and condoms are currently on the market in Trinidad-Tobago. (See attached table). Wholesale and retail mark-ups are shown in Tables 3 and 6. In some instances, retail mark-up on pharmaceutical products is limited by law to 40% rather than the 50% shown. This point will have to be further verified between Grace Kennedy and Quesnel and Fernandez.

No one with whom the consultant spoke has ever - despite considerable effort - been able to obtain annual sales figures for oral contraceptives. If 44% of the women at risk are currently contracepting, however, one can assume that approximately 50% of these are using oral contraceptives (48,000 women or 629,200 cycles used annually). Quesnel and Fernandez reports, however, that as sole distributor for Searle's pills they sold during the past calendar year only 4,000 cycles which is .6% of the total oral contraceptives used.

D. Public Sector Distribution of Contraceptives. As mentioned earlier, the Family Planning Association of Trinidad-Tobago has two clinics within the county - one in Port of Spain and one in San Fernando. (Clinic use and product distribution statistics are currently unavailable from the FPA.) Additionally the Family Planning Association CBD project reaches 120 distribution points, limited primarily to places such as factories with large concentrations of workers.

Table 8
INCOME DISTRIBUTION*

<u>Class</u>	<u>Monthly Income</u>	<u>Percent Households</u>
Upper	TT\$5,000 and more	5
Middle - Upper Middle	3,000 - 5,000	25
Lower Middle	1,500 - 3,000	25-30
Upper Lower	800 - 1,500	20
Lower	800 and less	20

* Quesnel and Fernandez, 1980.

Table 9
COMPETITIVE PRODUCTS

<u>Brand</u>	<u>Oral Contraceptives</u>	<u>Price</u>
*Nordette		TT\$ 4.30/cycle
Nordiol		3.45
Ovral		4.30
Microgynon		6.45
Eugynon		6.10
Norinyl-1		5.27
**Ortho Novum 1/50		
**Ortho Novum 1/80		
**Ortho Novum 2mg		
**Ovulin 50		
	<u>Condoms</u>	
Durex Plain		TT\$ 1.65/3
Durex Gossamer		2.00/3
Durex Featherlite		2.25/3
Rough Rider		1.80/3
Epiton		1.80/2
Super Stud		2.00/3
Tahiti		
	<u>Diaphragms, Spermicidals and Vaginal Tables</u>	
Neo-Sampoon		Never available commercially, although distributed by FPA of Trinidad and Tobago
Delfin		Short supply, limited availability
Diaphragms		Very few sold

*Leading brand.
**Minimal sales.

The Government of Trinidad-Tobago has 120 health clinics and reports 50,000 active patients which in the opinion of FPA personnel is a high estimate.

The Catholic Marriage Advisory Council operates an office (no clinic) in Port of Spain at which advice is given on use of the rhythm method.

In the opinion of FPA sources, most contraceptors in Trinidad-Tobago are currently receiving contraceptive products through commercial distribution channels.

E. Potential Market for CRS Project. The potential market for the CRS project is defined in terms of households with all of the three following characteristics:

- * urban and rural residents with easy access to pharmaceutical and popular product distribution systems
- * economically active households with adequate cash income to purchase contraceptive products at subsidized prices
- * persons who have ever used any contraceptive method but are not now using any effective contraceptive method

220,000 - total population of women at risk

180,000 - 85% of the population with monthly income of at least TT\$700 (at which income level TT\$2.50 for either Perle or Panther products equals 35% of the total monthly income)

39,270 - 21% having ever practiced birth control but not now practicing

At full operational levels the CRS project can be expected to penetrate 25% of the potential market just defined. If the potential market is split evenly between Perle and Panther, the following sales revenue estimates would obtain:

	<u>Perle</u>		<u>Panther</u>
Number of Customers	4,909	Number of Customers	4,909
13 cycles/year	63,807	120 condoms/year	589,080
U.S. \$0.18/cycle to the advertising reserve fund	US\$11,487.06	U.S. \$0.03/3 condoms to the advertising reserve fund	US\$5,890.80

The total advertising reserve fund after project operation at full levels for a twelve month period would be US\$17,377.86 or TT\$41,706.86 (at the Grace Kennedy suggested advertising reserve rate of US18¢/cycle and US3¢/3 condoms).

TT\$41,706.86 will not in the opinion of the consultant be adequate to cover maintenance level advertising, detailing costs, and FPA compensation if such are negotiated between Grace Kennedy, the FPA, and USAID. It is instead recommended by the consultant that Perle be sold at the price of TT\$2.25 per cycle and specially packaged Panther at the price of TT\$25¢ per single condom so that advertising allowance rates can be significantly increased. These retail prices are still well below those of commercial brands, and TT\$2.50 or less per month's supply of contraceptives (one cycle of pills at TT\$2.25, 10 condoms at TT25¢ each) remains less than 1% of the monthly income for the lowest income groups (TT\$300/month).

The price structures which reflect increased advertising allowances are shown in Tables 10-14. The increase in advertising allowance assigned to Panther is offset in the price to the consumer by having the product packaged in logo-imprinted foil without use of a three pack box. (See Howell, Jamaica Technical Assistance Report, 1980.) Perle under these recommendations would also carry a substantially higher advertising reserve allowance rate. The two-year period requested by Grace Kennedy for USAID advertising support should provide the time necessary to build up Perle sales through detailing to the levels described above as fully operational. With the suggested advertising allowance increases, the anticipated revenue figures would be as follows:

	<u>Perle</u>		<u>Panther</u>
Number of Customers	4,909	Number of Customers	4,909
13 cycles/year	63,807 (cycles annually)	120 condoms/year	589,080 (condoms annually)
U.S. \$0.35/cycle to the advertising reserve fund	US\$22,335.95	U.S. \$0.03/condom to the advertising reserve fund	US\$17,672.40
	US\$40,008.25		
TOTAL (after 12 mos)	TT\$96,020.04		

While these figures show that a contraceptive Retail Sales program can be economically feasible for Trinidad-Tobago, it now appears unrealistic to expect excess revenues from the Trinidad-Tobago project to be available for subsidizing CRS projects in other CARICOM countries. The feasibility of CRS projects in other CARICOM countries must be evaluated separately and on the merits of each market.

Table 10

1980 COSTS WITH REVISED
PACKAGING AND ADVERTISING ALLOWANCE:
CONDOMS

<u>Manufacturing Costs</u>	
	<u>Wall Dispensers with Condoms in Logo-imprinted Foil (no 3-pack box): 1,440 Condoms</u>
Product Cost	-
Customs Clearance	0.12
Truckage In	5.50
Packets (480)	-
Leaflets (480)	-
Pop-up-Boxes (20)	-
Wall Dispensers (20)	11.20
Outer Carton (1)	1.03
Labor	<u>14.38</u>
Prime Cost J\$	32.23
<u>Overhead</u>	
Warehousing	6.02
Interest 15%	<u>4.83</u>
	43.08
Administrative Expenses	<u>2.43</u>
	45.51
Profit 5%	<u>2.28</u>
Total Production Cost J\$	47.79

Table 11
EXPORTING COSTS

Wall Dispensers with Condoms
in Logo-imprinted Foil (no
3-pack box): 1,440 Condoms

Export Buying Price J\$		47.79
Markup 10%		<u>4.78</u>
		52.57
Truckage Out		5.50
Wharfage		<u>0.12</u>
	J\$	58.19

@1.77875	US\$	32.71
Advertising Allowance		43.20
(3¢ per unit)		-----
FOB US\$		75.91

Table 12
CIF AND CONSUMER COSTS

		Wall Dispensers with Condoms in Logo-imprinted Foil (no 3-pack box): 1,440 Condoms
FOB Price	US\$	75.91
Freight		2.78
Insurance		<u>1.61</u>
CIF	US\$	80.30
Duty 20%		-
Landing Charges 3%		<u>2.41</u>
		82.71
Distributor Markup 25%		<u>20.68</u>
		103.39
Retailers Markup 50%		<u>51.70</u>
Retailers per Case	US\$	155.09
Retailers per Unit	US\$ (Package of 3)	0.32
Retailers per Unit	TT\$	0.77 TT

Table 13

1980 COSTS WITH REVISED
ADVERTISING ALLOWANCE:*
ORALS

	<u>Perle 720/1 Cycle</u>	<u>Perle 240/3 Cycle</u>
Export Buying Price J\$	134.44	87.44
Markup 10%	<u>13.44</u>	<u>8.74</u>
	147.88	96.18
Truckage Out	7.25	7.25
Wharfage	<u>0.14</u>	<u>0.14</u>
J\$	155.27	103.57
@1.77857 US\$	U\$ 87.29	58.23
Advertising Allowance	<u>252.00</u>	<u>252.00</u>
(35¢ per unit)		
FOB US\$	339.29	310.23

* Manufacturing costs remain as stated in Table 4.

Table 14
CIF AND CONSUMER COSTS:
ORALS

	<u>Perle 720/1 Cycle</u>	<u>Perle 240/3 Cycle</u>
FOB Price US\$	339.29	310.23
Freight (estimated 25% increase)	4.00	4.00
Insurance (2% CIF)	<u>6.87</u>	<u>6.28</u>
CIF US\$	346.16	320.51
Duty 20%	-	-
Landing Charges 3%	<u>10.38</u>	<u>9.62</u>
	356.54	330.13
Distribution Markup 25%	<u>89.14</u>	<u>82.53</u>
	445.68	412.66
Retail Markup 50%	<u>222.84</u>	<u>206.33</u>
Retail per Case 720 US\$	668.52	618.99
Retail per Unit 1-cycle US\$.93	2.58 (3 cycle)
Retail per Unit 1-cycle TT\$	2.23	6.19 (3 cycle)

9. Potential New Product Introductions.

In the opinion of the consultant only one condom product should be introduced in the initial phase of the CRS project in Trinidad-Tobago. This will allow for the availability of a "new" condom to be brought into the project at a later time should the need for a higher priced condom be felt.

It is reported by the Family Planning Association in Trinidad-Tobago that IUD's are not widely accepted in that country and that the successful introduction of an IUD in the CRS product line would require heavy expenditures in advertising and potential market education.

Neo-Sampon, on the other hand, is reported to be especially popular. The FPA clinics have previously been outlets for Neo-Sampon but do not at this time have a supply available for its clients. Women are continuing to report to FPA clinics, however to request supplies of Neo-Sampon. Since the experience of the Family Planning Association indicates that an increasing number of its clients are teenaged women and women with no children (25% of the current clients of the FPA clinics are teenagers), the FPA Executive Committee thinks that the introduction of Neo-Sampon as a product in the CRS project would be especially appropriate to the Trinidad-Tobago market. Neo-Sampon has reportedly never been commercially available in Trinidad-Tobago but its widespread distribution by the FPA clinics apparently indicates that there should be no problem with drug registration in Trinidad-Tobago. It is the recommendation of the consultant that the introduction of Neo-Sampon become a part of the CRS project in Trinidad-Tobago.

10. Plans for Eventual Advertising and OTC Sales of Perle.

It is the opinion of Emile Elias that it will be a matter of several years before there is the possibility of non-prescription or over-the-counter sales of oral contraceptives. As for advertising oral contraceptives, according to John Corbin of Corbin/Compton restrictions on advertising which obtain are those which limit the claims that can be made for a product rather than restrictions on the type of product which can be advertised. He further states that there are no advertising restrictions to his knowledge on contraceptives specifically or on any kind of proprietary or ethical drug product.

Appendix A
LIST OF INTERVIEWEES

Appendix A

LIST OF INTERVIEWEES

Arnot Joseph, Acting Executive Director, Family Planning Association of Trinidad/Tobago

Basia Zaba, Regional Advisor in Demographic Analysis, Economic Commission for Latin America

John A. Corbin, Managing Partner, Corbin/Compton Ltd.

Mabel Tenn, Director, Grace Kennedy Company

Herman Young, Pharmaceuticals Sales Manager, Quesnel & Fernandez

Alan Harford, Foods Sales Manager, Quesnel & Fernandez

Emile Elias, Executive Committee Member, IPPF Western Hemisphere; President, Family Planning Association of Trinidad/Tobago

Rev. Derek Lyder, Chairman, Family Planning Association of Trinidad/Tobago

Grace Talma, Committee Member, Family Planning Association of Trinidad/Tobago

Nan Montana, Committee Member, Family Planning Association of Trinidad/Tobago

David Ramdin, Office Coordinator, Family Planning Association of Trinidad/Tobago

Appendix B

GRACE KENNEDY MANUFACTURING COSTS:
CONDOMS
(1979)

Appendix B

GRACE KENNEDY MANUFACTURING COSTS:
 CONDOMS
 (1979)

The following are projections and are subject to adjustment based on actual costs when this project is finally implemented.

	Condoms Pop-up-Boxes <u>480 pkts. of 3</u>	Condoms Wall Dispensers <u>480 pkts. of 3</u>
Product Cost	-	-
Customs Clearance	.12	.12
Truckage In	4.00	4.00
Packets (480)	18.65	18.65
Leaflets (480)	5.28	5.28
Pop-up-Boxes (20)	9.80	-
Wall Dispensers (20)	-	11.24
Outer Carton (1)	.90	.90
Labour	<u>11.50</u>	<u>12.50</u>
Prime Cost J\$	50.25	52.69
<u>Overhead</u>		
Warehousing	4.50	4.50
Interest 15%	<u>7.54</u>	<u>8.42</u>
	62.29	65.71
Administrative Expenses	<u>1.94</u>	<u>1.94</u>
	64.23	67.55
Profit 5%	<u>3.21</u>	<u>3.38</u>
Total Production Cost J\$	<u>67.44</u> -----	<u>70.93</u> -----

Appendix C

GRACE KENNEDY EXPORTING COSTS:
CONDOMS
(1979)

Appendix C

GRACE KENNEDY EXPORTING COSTS:
 CONDOMS
 (1979)

	Condoms Pop-up-Boxes <u>480 pkts. of 3</u>	Condoms Wall Dispensers <u>480 pkts. of 3</u>
Export Buying Price J\$	67.44	70.93
Mark Up 10%	<u>6.74</u>	<u>7.09</u>
	74.18	78.02
Truckage Out	4.00	4.00
Wharfage	<u>.12</u>	<u>.12</u>
J\$	78.30	82.14
	-----	-----
@ 1.77875 US\$	44.02	46.18
Advertising Allowance (3c per unit)	14.40	14.40
	-----	-----
F.O.B. US\$	58.42	60.58
	-----	-----

Appendix D

GRACE KENNEDY CIF AND CONSUMER COSTS:
CONDOMS
(1979)

Appendix D

GRACE KENNEDY CIF AND CONSUMER COSTS:
 CONDOMS
 (1979)

TRINIDAD

		Condoms Pop-up-Boxes <u>480 pkts. of 3</u>	Condoms Wall Dispensers <u>480 pkts. of 3</u>
F.O.B. Price	US\$	58.42	60.58
Freight		2.22	2.22
Insurance		<u>1.33</u>	<u>1.38</u>
C.I.F.	US\$	61.97	64.18
Duty 20%		<u>12.40</u>	<u>12.84</u>
		74.37	77.02
Landing Charges 3%		<u>2.23</u>	<u>2.31</u>
		76.60	79.33
Distributor Mark up 25%		<u>19.15</u>	<u>19.83</u>
		95.75	99.16
Retailers Mark up 50%		<u>47.88</u>	<u>49.58</u>
Ret. per case	US\$	<u>143.63</u>	<u>148.74</u>
Ret. per unit	US\$.30c	.31c
Ret. per unit	TT\$.73c	.75c

Competitors Ret:-

Siesta	\$2.00
Durex	\$1.37
Security	\$0.99

Appendix E

GRACE KENNEDY MANUFACTURING COSTS:
ORALS
(1979)

Appendix E

GRACE KENNEDY MANUFACTURING COSTS:
ORALS
(1979)

	<u>Perle</u> <u>720/1 Cycle</u>	<u>Perle</u> <u>240/3 Cycle</u>
Product Cost	-	-
Customs Clearance	.18	.06
Truckage In	4.00	4.00
Packets	52.70	19.12
Leaflets	12.96	5.76
Pop-up-Boxes	8.76	8.76
Outer Cartons	.90	1.16
Labour	<u>13.50</u>	<u>13.50</u>
Prime Cost J\$	93.00	52.36
<u>Overhead</u>		
Warehousing	4.50	4.50
Interest 15%	<u>13.95</u>	<u>7.85</u>
	111.45	64.71
Administrative Expenses	<u>1.94</u>	<u>1.94</u>
	113.39	66.65
Profit 5%	<u>5.67</u>	<u>3.33</u>
Total Production Cost J\$	<u>119.06</u> -----	<u>69.98</u> -----

Appendix F

GRACE KENNEDY EXPORTING COSTS:
ORALS
(1979)

Appendix F

GRACE KENNEDY EXPORTING COSTS:
ORALS
(1979)

	<u>Perle</u> <u>720/1 Cycle</u>	<u>Perle</u> <u>240/3 Cycle</u>
Export Buying Price J\$	119.06	69.98
Mark Up 10%	<u>11.91</u>	<u>7.00</u>
	130.97	76.98
Truckage Out	4.00	4.00
Wharfage	<u>.14</u>	<u>.14</u>
	<u>135.11</u>	<u>81.12</u>
	J\$	
@ 1.77875 US\$	75.96	45.61
Advertising Allowance	129.60	43.20
(18c per unit)	_____	_____
F.O.B. US\$	<u>205.56</u>	<u>88.81</u>
	-----	-----

Appendix G

GRACE KENNEDY CIF AND CONSUMER COSTS:
ORALS
(1979)

Appendix G

GRACE KENNEDY CIF AND CONSUMER COSTS:
ORALS
(1979)

Trinidad

	<u>Perle 720/1 Cycle</u>	<u>Perle 240/3 Cycle</u>
F.O.B. Price US\$	205.56	88.81
Freight	3.20	3.20
Insurance	<u>4.59</u>	<u>2.02</u>
C.I.F. US\$	213.35	94.03
Duty 20%	<u>42.67</u>	<u>18.81</u>
	256.02	112.84
Landing Charges 3%	<u>7.65</u>	<u>3.39</u>
	263.70	116.23
Distribution Mark Up 25%	<u>65.93</u>	<u>29.06</u>
	329.63	145.29
Retail Mark Up 50%	<u>164.82</u>	<u>72.65</u>
Ret. per case US\$	<u>494.45</u>	<u>217.94</u>
Ret. per unit US\$.61	.91
Ret. per unit TT\$	1.48	2.20

Competitor's Prices:-

21 Days	\$2.95
	\$3.42
28 Days	\$4.68

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Appendix H
1980 JNFPB PACKAGING COSTS

Appendix H

1980 JNFPB PACKAGING COSTS

19th March 1980

Mr. Aston Evans,
Marketing Officer,
National Family Planning Board,
5 Sylvan Avenue,
Kingston 5.

Dear Mr. Evans,

Re: 12-Month Packaging Estimates

Below are quotations for Perle and Panther packaging material.

<u>Panther</u>	<u>Quantity</u>	<u>Cost</u>
Packs	360,000	\$ 49.50 per m
Pop-Up Boxes	10,000	8,350.00
Leaflets	360,000	12.00 " "
Wall Dispensers	5,000	560.00 " "
Cartons	1,000	1,028.28
<u>Perle</u>		
Packs 1-cycle	105,000	\$7,570.00
3- "	55,000	88.00 per m
Pop-Up Boxes	4,000	525.00 " "
'55¢' Stickers 3-cycle	4,500	50.77
Leaflets 1-cycle	105,000	20.00 " "
3-cycle	55,000	26.00 " "
Cartons	1,000	1,040.89

Please bear in mind that these quotes are based on stocks that are now available.

Yours truly,

Wylet Reid
Account Executive

WR:mmh

cc. Mr. Dowling

Appendix I

GRACE KENNEDY 1980 DISTRIBUTION COSTS

GRACE, KENNEDY & CO. LTD.

TELEPHONE: 92-23440-9
92-23540-5
TELEX: 2290

P. O. BOX 86, 64 HARBOUR STREET.
KINGSTON, JAMAICA, W.I.

CABLE ADDRESS:
GRAKENC, JAMAICA
ALL STANDARD CODES USED

January 22, 1980.

Mr. Samuel Cheddar,
Executive Director,
National Family Planning Board,
5 Sylvan Avenue,
Kingston 5.

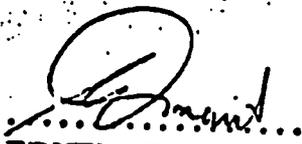
Re: Distribution Cost - Contraceptives

Dear Mr. Cheddar,

Since the inception of the Commercial Distribution of Contraceptives by Cecil DeCordova, (now Grace Kennedy & Co. Ltd.) there has not been a revision of the distribution costs as outlined in my letter dated January 11, 1980. Because of this we are unable to make comparisons for the years which followed.

Based on a recent review of our distribution costs, I am submitting our current costs for the contraceptive items.

Panther Condoms	-	\$14.80 per Carton
Perle Pills (1+3 cycles)-		\$22.80 per Carton.


ERNE GRANT

Manager (Pharmaceutical Division)

Appendix J
TRINIDAD-TOBAGO MEDIA RATE CARDS

TRINIDAD EXPRESS NEWSPAPERS LTD.

ADVERTISING RATES

BLACK AND WHITE RATES
EFFECTIVE DATE 1 SEPTEMBER, 1979

Open Rate R.O.P.	Daily	Sunday
Column Inch	13.00	17.00

VOLUME CONTRACTS

Applicable only with written annual contracts

Column Inches	Daily	Sunday
501-1000	\$9.25	\$13.30
1001-3000	8.80	12.55
3001-5000	8.30	11.90
5001+	7.85	11.25
7001+	7.65	10.70

COLOUR CHARGES

	Daily	Sunday
Spot Colour Red	250.00	300.00
Other Colours	325.00	400.00
Minimum size 20 column inches		
Full Colour	1000.00	1450.00
Minimum size 40 column inches		
*25 Discount when advertiser supplies fully retouched positives and colour guides.		

	Daily	Sunday
Front Page Solus		
Black & White	275.00	375.00
Back Page Solus	250.00	325.00

Special Positions:- 33 1/3% Surcharge.

These rates take effect on September 1, 1979, except for those contracts started before June 1, 1979, and still unexpired. These continue at "old" rate until expiry.

THE "SUN"

RATE CARD NO. 2. SEPTEMBER 1, 1979

ADVERTISING RATES

RATES PER COLUMN INCH

<u>OPEN RATE</u>	\$6.00
<u>CONTRACTS</u>	
501-1500"	4.55
1501-3000"	4.30
3001-5000"	3.55
5001-7000"	3.25
Over 7000"	3.00
SPOT COLOUR	.200
FULL COLOUR	700

RATES IN TRINIDAD DOLLARS PER COLUMN INCH
FOR RUN OF PAPER POSITION TO BE USED WITHIN TWELVE MONTHS
 TRINIDAD \$2.40 = U.S. \$1.00 (subject to currency changes)
CONTRACTS IN ALL PAPERS MAY BE COMBINED TO EARN BEST RATES

In the event of the contract space not being used there will be a rebill on the corresponding rate for the actual space used.

Guardian NEWSPAPERS	Publishing Days	Circulation 6 months period end- ing 10/6/78	RATES				
			1 to 500 Inches	500 to 1,500 Inches	1500 to 5000 Inches	5000 to 8000 Inches	Over 8,000 Inches
TRINIDAD GUARDIAN	Monday to Saturday	53,838	14.00	11.00	10.00	9.00	8.25
SUNDAY GUARDIAN	Sundays	101,496	19.00	15.00	14.00	13.00	12.00
EVENING NEWS	Monday to Friday	36,103	7.00	5.75	5.00	4.25	4.00

ABOVE RATES PLUS 10% FOR CLASSIFIED DISPLAY ADS.
RATES FOR COLOUR

Cost for Spot Colour Red \$350 Sunday Guardian & Sunday Magazine; \$275 Trinidad Guardian; \$150 Evening News
 Other Colours \$450 Sunday Guardian; \$350 Trinidad Guardian; \$200 Evening News
 Minimum for Above 20 Column Inches
 Full Colour \$1500 Sunday Magazine; \$750 Evening News
 Minimum 40 Column Inches

CLASSIFIED ADVERTISEMENTS

GUARDIAN		E. NEWS	GUARDIAN		E. NEWS
1 Week-day (announcements only)	30 word	10	7 days (including one Sunday)	1.20 word	30
1 Sunday (announcements only)	35		14 days (including two Sundays)	2.00	45
3 Week Days	50	15	1 month (including four Sundays)	3.50	55
3 Days (including one Sunday)	50		(Consecutive insertions of same advertisement only)		

15 Word Minimum - Minimum Charge : \$5.00

St. Vincent

THE NEWSPAPER OF YOUNG TRINIDAD & TOBAGO

CIRCULAR.

March 4, 1980

TO: ALL ADVERTISING AGENCIES & CUSTOMERS

RE: Increase in Advertising Rates.

Recd
7/3

Due to increased newsprint costs and overhead expenses, we find it necessary to increase our advertising rates in the near future.

Therefore effective May 1, 1980, our rates will be as follows:

Open Rate - \$11.00 per clm.in.

VOLUME CONTRACTS.

501 - 1000 inches - \$ 9.00

1000- 3000 inches - \$ 8.50

Over 3000 inches - \$ 7.50

Page 1 Solus - \$200.00

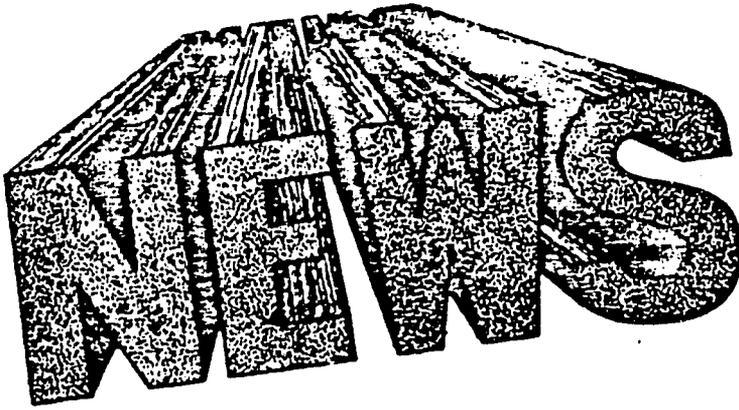
Back Page solus - \$150.00

Colour charges: - \$175.00

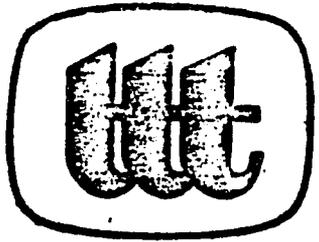
Spot colour

Our circulation is now 50,000

SB



42-00
27/1/80



RATE CARD No.16

EFFECTIVE FROM 1st FEBRUARY, 1980

TIME	Monday - Thursday	Friday	Saturday	Sunday
AM				
Pre. 9.00			D	B
9 - 10.00	D	D	D	B
10 - 11.00	D	D	D	B
11 - 12.00	D	D	B	B
PM				
12 - 4.00			B	B
4 - 5.00	C	C	B	B
5 - 6.00	C	C	B	B
6 - 7.00	C	C	A	A
7 - 10.00	A	A	A	A
10 - 11.00	B	A	A	B
11 - 12.00	B	B	B	B
AFTER				
12.00	C	C	C	C
SPOT LENGTH	A	B	C	D
60 seconds	\$1,290	\$600 53% ⁰ / ₁₀	\$475 62% ⁰ / ₁₀	\$300 76% ⁰ / ₁₀
45 seconds	1,045	454 56% ⁰ / ₁₀	360 65% ⁰ / ₁₀	225 78% ⁰ / ₁₀
30 seconds	730	350 52% ⁰ / ₁₀	275 62% ⁰ / ₁₀	180 75% ⁰ / ₁₀
20 seconds	510	260 49% ⁰ / ₁₀	205 60% ⁰ / ₁₀	130 75% ⁰ / ₁₀
15 seconds	400	210 48% ⁰ / ₁₀	165 59% ⁰ / ₁₀	105 74% ⁰ / ₁₀
10 seconds	325	155 52% ⁰ / ₁₀	120 63% ⁰ / ₁₀	80 75% ⁰ / ₁₀
5 seconds	265	110 58% ⁰ / ₁₀	90 66% ⁰ / ₁₀	55 79% ⁰ / ₁₀
Time Signals	325	145 55% ⁰ / ₁₀	115 65% ⁰ / ₁₀	75 77% ⁰ / ₁₀
Solus Break	\$1,880	\$830 56% ⁰ / ₁₀	\$685 64% ⁰ / ₁₀	\$425 77% ⁰ / ₁₀

The above Rates will apply against all existing and future Contracts

VOLUME DISCOUNTS based on total expenditure in one year from the first transmission of any Contract will be allowed as follows:

Annual Expenditure of \$2,500 - \$4,999	2½%	\$50,000 - \$74,999	15%
5,000 - 9,999	5%	75,000 - 124,999	17½%
10,000 - 19,000	7½%	125,000 - 199,999	20%
20,000 - 29,999	10%	200,000 - 399,999	22%
30,000 - 49,999	12½%	400,000 - over	25%

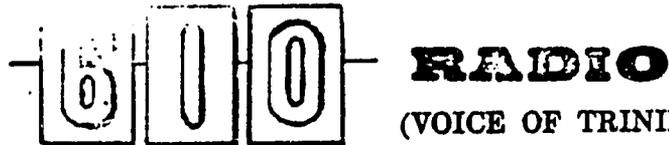
TRINIDAD & TOBAGO TELEVISION COMPANY LIMITED
 Television House, Maraval Road, Port-of-Spain, Trinidad, W.I. Tel: 24141 P.O. Box 665

OVERSEAS REPRESENTATIVES:

Television International Enterprises (Sales) Ltd.
 2 Shaftesbury Avenue,
 London W1V 2HA
 Phone: 01-734 3052

TIE States Ltd., 342 Madison Avenue,
 New York, N.Y. 10017
 Phone: Area Code 212-697-1996/7 16.1.1980

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17, ABERCROMBY STREET, PORT-OF-SPAIN, TRINIDAD, W.I. P.O. BOX 610 CABLES VOICE, TRINIDAD, TELEPHONES 52610, 52610
 DIRECTORS: J. A. BAIN (CHAIRMAN), A. MAHAR, A. FARRIS, G. C. MATHURIN.

RATES EFFECTIVE JANUARY 1st, 1980

<u>DURATION</u>	<u>PREMIUM 'A'</u>	<u>CLASS 'A'</u>	<u>CLASS 'B'</u>
1 Hour	\$912.00	\$620.00	\$324.00
30 Minutes	\$554.00	\$372.00	\$192.00
15 Minutes	\$363.00	\$250.00	\$130.00
10 Minutes	\$278.00	\$185.00	\$98.00
5 Minutes	\$178.00	\$119.00	\$66.00
SPOTS - 45 secs.	\$142.00	\$97.00	\$53.00
FLASHES - 30 secs.	\$115.00	\$78.00	\$48.00
FLASHETTES-15 secs.	\$88.00	\$62.00	\$38.00
TIME CHECKS-10 secs.	\$48.00	\$34.00	\$30.00

PREMIUM 'A' TIME

5.00 a.m. to 9.00 a.m. Monday through Saturday
 11.00 a.m. to 1.00 p.m. Monday through Saturday
 7.00 a.m. to 6.00 p.m. Sunday

CLASS 'A' TIME

9.00 a.m. to 11.00 a.m. Monday through Saturday
 1.00 p.m. to 9.00 p.m. Monday through Saturday
 5.00 a.m. to 7.00 a.m. Sunday
 6.00 p.m. to 9.00 p.m. Sunday

CLASS 'B' TIME

9.00 p.m. to Midnight Sunday through Saturday

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RADIO

(VOICE OF TRINIDAD & TOBAGO)

17, ABERCROMBY STREET, PORT-OF-SPAIN, TRINIDAD, W.I. P.O. BOX 610 CABLES VOICE, TRINIDAD. TELEPHONES 32618, 32619
 DIRECTORS: J. A. BAIN (CHAIRMAN.) A. MAHAJEE, A. PARRIS, O. C. MATHURIN.

DISCOUNTS

ANNUAL EXPENDITURE OF:

	<u>Discount</u>		<u>Discount</u>
\$ 5,000 -	2 1/2%	\$60,000	22 1/2%
\$10,000	5%	\$70,000	25%
\$15,000	7 1/2%	\$90,000	27 1/2%
\$20,000	10%	\$120,000	30%
\$25,000	12 1/2%	\$150,000	32%
\$30,000	15%	\$180,000	35%
\$40,000	17 1/2%		
\$50,000	20%		

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RADIO TRINIDAD

TIME CLASSIFICATIONS

A.M.

5.30 6 7 8 9 10 11 NOON 1 2 3 4 5 6 7 8 9 10 11 12

WEEKDAYS

PREMIUM	A	PREMIUM	A	B
---------	---	---------	---	---

SUNDAYS

PREMIUM	A	PREMIUM	A	B
---------	---	---------	---	---

ADVERTISEMENT RATES

PROGRAMMES			
DURATION	PREMIUM	CLASS A	CLASS B
	\$	\$	\$
1 Hour	912	618	324
½ Hour	550	370	193
¼ Hour	365	248	129
10 Minutes	273	187	96
5 Minutes	180	120	66

SPOTS			
DURATION	PREMIUM	CLASS A	CLASS B
45 Seconds	143	97	53
30 Seconds	114	77	46
15 Seconds	90	61	38

TIME FLASHES			
DURATION	PREMIUM	CLASS A	CLASS B
10 Seconds	48	39	32

RADIO TRINIDAD

NEW DISCOUNT STRUCTURE ON ANNUAL EXPENDITURE FROM 1st JANUARY 1980

\$	\$	%
UP TO	5,000	Nil
5,001	10,000	2-1/2
10,001	15,000	5
15,001	20,000	7-1/2
20,001	25,000	10
25,001	30,000	12-1/2
30,001	40,000	15
40,001	50,000	17-1/2
50,001	60,000	20
60,001	70,000	22-1/2
70,001	90,000	25
90,001	120,000	27-1/2
120,001	150,000	30
150,001	180,000	32
180,001 PLUS		35

COMMERCIAL WORDING ALLOWANCE

PROGRAMMES

1 Hour	6 mins.	(not exceeding 6 announcements of 60 secs.)
1/2 Hour	3 mins.	(not exceeding 3 announcements of 60 secs.)
1/4 Hour	2 mins.	(not exceeding 2 announcements of 60 secs.)
10 Mins.	1 1/2 mins.	(not exceeding 2 announcements of 45 secs.)
5 Mins.	1 min.	(not exceeding 2 announcements of 30 secs.)

SPOT ANNOUNCEMENTS

45 Secs.	approximately 100 words	15 Secs.	approximately 30 words
30 Secs.	approximately 60 words	10 Secs.	approximately 20 words

Appendix K

TRINIDAD-TOBAGO ADVERTISING AGENCY ASSOCIATION BILLINGS:
SUMMARY, 1978

THE ADVERTISING AGENCY ASSOCIATION OF
TRINIDAD & TOBAGO

SUMMARY OF AGENCY ANNUAL BILLING REPORTS
FOR THE YEAR ENDED 31ST DECEMBER, 1978.

	<u>\$</u>	<u>%</u>
(1) LOCAL BILLING	27,867,657	91
(2) FOREIGN BILLING	2,698,770	09
(3) TOTAL BILLING	\$30,566,427	100%

A N A L Y S I S

	LOCAL		FOREIGN	
	Direct \$	Production \$	Direct \$	Production \$
(4) Main Press	4,831,742	703,543	562,517	87,260
(5) Radio	4,917,610	336,773	704,321	59,039
(6) Television	9,673,329	1,242,887	739,919	96,144
(7) Cinema	494,921	30,109	72,493	4,971
(8) Outdoor	105,277	44,121	8,500	---
(9) Printing & Production	46,399	3,546,995	---	229,752
(10) Other	1,219,555	674,396	104,474	29,380
TOTALS	\$21,288,833	\$6,578,824	\$2,192,224	\$506,546

SUMMARY OF MEDIA ANNUAL BILLING REPORT
YEAR ENDED 31ST DECEMBER, 1978

(1) DIRECT MEDIA PLACEMENT

- (a) Local Placement
- (b) Caricom Placement
- (c) Foreign Placement
- TOTAL DIRECT PLACEMENT

10,002,821
46,544
20,491
\$10,069,856

(2) ADVERTISING AGENCIES
PLACEMENT

- (a) Local Agencies
- (b) Caricom Agencies
- (c) Foreign Agencies
- TOTAL AGENCIES PLACEMENT

20,529,664
337,251
293,285
\$21,160,200

GRAND TOTAL DIRECT AND
AGENCIES PLACEMENT

\$31,230,056

Appendix L
FPA OF TRINIDAD-TOBAGO ANNUAL REPORT, 1978

Appendix M
ORAL CONTRACEPTIVES PRESCRIPTION LIST

Appendix M

ORAL CONTRACEPTIVES PRESCRIPTION LIST*

Approval in Respect of New Drugs

<i>Drug Name and Form</i>	<i>Manufacturer</i>	<i>Country of Origin</i>	<i>Condition of Sale</i>
Novovites Multivitamins Tablets	Novopharm Ltd.	...Canada	...Freely
Ovulen 50 TabletsSearle Pharmaceuticals	...England	...Third Schedule
Norlestrin TabletsParke Davis & Co. (Warner-Lambert) Inc.	U.S.A.	... do.
Norlestrin Fe 21 Yellow Tablets	do.	... do.	... do.
Norlestrin Fe 7 Brown Tablets	do.	... do.	... do.
Orlest-28 21 Yellow Tablets	do.	... do.	... do.
Orlest-28 7 White Inert Tablets	do.	... do.	... do.
Ortho Novum 1/50 Tablets	...Ortho Pharmaceutical Corp.	... do.	... do.
Ortho Novum 1/80 Tablets	do.	... do.	... do.
Ortho Novum 2 mg Tablets	do.	... do.	... do.
Modicon 21 Tablets	... do.	... do.	... do.
Modicon 28 Tablets	... do.	... do.	... do.
Micronor Tablets do.	... do.	... do.
Norinyl-1 TabletsSyntex Pharmaceuticals Ltd.	England	... do.
Norinyl-2 Tablets do.	... do.	... do.
Anovlar 1mg Tablets	...Schering Ag.	...West Germany	do.
Anovlar 21 Tablets do.	... do.	... do.
Eugynon Tablets do.	... do.	... do.
Eugynon Ed Tablets	... do.	... do.	... do.
Gynovlar 21 Tablets	... do.	... do.	... do.
Microgynon 30 Tablets	... do.	... do.	... do.
Microgynon 30 Ed Tablets	... do.	... do.	... do.
Neogynon Tablets do.	... do.	... do.
Neogynon Ed Tablets	... do.	... do.	... do.
Microlut Tablets do.	... do.	... do.

* Dated October 31, 1979.

Source: Government Printery, Trinidad, Trinidad and Tobago, 1979; D. Blackman, Acting Permanent Secretary, Ministry of Health.

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Appendix N
CORBIN/COMPTON DEMOGRAPHIC INFORMATION, 1977

1st December 1977

POPULATION

Total Population - 1975

Trinidad	1,030,319	
Tobago	50,519	1,081,838

Total Private Households -	202,000	193,000
Avg. no. persons per home -	5	

ETHNIC GROUPS

	%	
African	42.83	463,351
East Indian	40.12	434,034
Mixed	14.17	153,296
White	1.22	13,198
Chinese	0.86	9,304
Other	0.80	8,655

RELIGION

	%		
Roman Catholic	38.99	421,809	
Anglican	18.87	204,143	
Presbyterian	4.62	49,981	
Other	5.93 - 68.41	64,153	740,086
Hindu	27.06	292,745	
Muslim	4.53 - 31.59	49,007	341,752

SEX

Males	51.17
Females	48.9

AGE GROUPS

(a) Under 15	40.27
Over 65	7.3.8

	%		%		%
(b) 0 - 4	13.01	30 - 34	5.23	60 - 64	2.26
5 - 9	15.57	35 - 39	4.65	65 - 69	2.00
10 - 14	13.48	40 - 44	4.32	70 - 74	1.12
15 - 19	11.23	45 - 49	4.17	75 - 79	0.63
20 - 24	8.76	50 - 54	3.67	80 - 84	0.38
25 - 29	6.25	55 - 59	2.94	85 & over	0.31

AREA - BY SEX

	<u>Male</u>	<u>Female</u>	<u>Total</u>
Urban	62.4	63.6	63.0
Rural	33.5	32.2	32.8
Tobago	4.1	4.2	4.2

SOURCE OF SUPPLY

Population - Total Calculated on 1974 C.S.O. estimate of 1,065,850 plus 1.5 % per annum.

- Ethnic Groups - 1972 C.S.O. estimate
- Religion - 1974 C.S.O. estimate
- By Sex - 1973 C.S.O. estimate
- By age - a) 1973 C.S.O. estimate
b) 1970 census
- By area, by sex. 1970 C.S.O. census.

/2.....

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ECONOMIC FACTOR

(1) Average annual per capita Incomes:-

TT \$4,641 (Est. 1976)*

US \$1,994 (Est. 1974)

(2) Export commodities & per cent of total exports - 1977

Minerals and fuels (Petroleum under Processing Agreement and all Petro Chemicals)	91.3 %
All Food (Including Sugar, Cocoa & Coffee Beans and Bitters)	4.5 %
Sugar <u>only</u>	2.7 %

NOTES: 1* Based on Economic Commission for Latin America - U.N. estimate

2 Based on 1977 Trade Reports - Received from Royal Bank of T & T

Corbin Compton (T'dad) Ltd