Main Set-up
- Selected country macro indicators can be over-written.
- Requires user entry of combined (male/female) prevalence rate.
- Select forecast period of interest (max 5 years from baseline).

Baseline Excise
- Enter current baseline excise system.
- Explanatory notes are available for each question.
- Note includes tiered excise systems if applicable.

Baseline Other Taxes
- Enter other baseline taxes (import duty, sales tax, dedicated taxes).
- VAT may need to be converted into an 'effective' rate.
- The tax base for any given dedicated tax may not match exactly.

Market Inputs
- At minimum, enter three price segments and own price elasticities even if there isn't brand data available.
- Model assumes industry prices increase with inflation, but this can be over-written (e.g. over or under shifting).

Brand Inputs
- Enter base (e.g. CIF/producer price) per pack in the instance of any ad valorem taxes.
- CIF prices are typically 10-25% of retail price.

Simulation Excise
- Enter new excise system or changes in excise rates.

Simulation Other Taxes
- Enter any expected changes.