

Analysis of British American Tobacco Plc

<https://marketpublishers.com/r/A2119DC866FEN.html>

Date: February 2016

Pages: 85

Price: US\$ 300.00 (Single User License)

ID: A2119DC866FEN

Abstracts

British American Tobacco is a leading tobacco company in the world. In fact, it is one of the world's five biggest tobacco companies. The company's largest selling brands include Dunhill, Pall Mall, Lucky Strike and Kent. Other known brands by British American Tobacco are Benson & Hedges, Kool and Rothmans. The company is headquartered in London, United Kingdom.

Aruvian Research presents Analysis of British American Tobacco plc. A complete and comprehensive analysis of British American Tobacco plc, includes an overview of the industry the company operates in, a PEST Framework Analysis of the industry, and then moves on to analyzing the company itself.

Company analysis from Aruvian includes a history of British American Tobacco plc, a business segment analysis of the segments British American Tobacco plc operates through, a look at the organization structure of the company, a geographical operating segments analysis, an analysis of the company's major competitors.

A financial analysis of British American Tobacco plc is presented in the report which includes a ratio analysis, basic profit and loss analysis, presentation of the company balance sheet, and much more.

A SWOT Framework Analysis of British American Tobacco plc and three of its competitors completes this in-depth company analysis.

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