

# British American Tobacco Plc – SWOT Framework Analysis

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## Abstracts

British American Tobacco Plc is one of the five biggest tobacco companies in the world. Headquartered in London, the company is a market leader in the tobacco industry in over 50 countries and has presence in over 180 countries. Famous brands of the company include Dunhill, Kent, Lucky-Strike, Pall Mall, etc.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective.

Aruvian Research analyzes British American Tobacco Plc in a SWOT analysis and also provides a brief profile of the company in the report British American Tobacco Plc – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face British American Tobacco Plc in the present-day business scenario.

## Contents

### **A. EXECUTIVE SUMMARY**

### **B. BRITISH AMERICAN TOBACCO PLC: BRIEF PROFILE**

### **C. BRITISH AMERICAN TOBACCO PLC: SWOT FRAMEWORK ANALYSIS**

C.1 Strengths to Build Upon

C.2 Weaknesses to Overcome

C.3 Opportunities to Exploit

C.4 Threats to Overcome

### **D. GLOSSARY OF TERMS**

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