

Bis Overseas Bolivia SRL in Tobacco (Bolivia)

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Abstracts

Bis Overseas Bolivia is the second most important competitor in cigarettes in Bolivia. As such, it makes use of modern technology, training its representatives, and investing in the distribution of its premium brand, Camel. The company aims to maintain and expand its consumer base by supporting the distribution of its products with advertising through social media and by offering high-value-added products to consumers.

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