

# British American Tobacco Australia Ltd in Tobacco (Australia)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B5CF903E389EN

## Abstracts

British American Tobacco Australia looks set to strengthen its share by focusing on economy-priced products to retain existing customers and attract new ones. This approach is reflected in the company's new product innovations and the repositioning of Rothmans from a premium to an economy brand. Rothmans was first distributed in 2014 in response to other popular economy cigarette brands such as Imperial Tobacco's John Player Special. British American Tobacco Australia may also consider introduci...

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## Contents

Strategic Direction

Key Facts

Summary 1 British American Tobacco Australia Ltd: Key Facts

Production

Competitive Positioning

Summary 2 British American Tobacco Australia Ltd: Competitive Position 2016

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