

# British American Tobacco Azerbaijan MMC in Tobacco (Azerbaijan)

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## Abstracts

British American Tobacco Azerbaijan MMC's (BAT) strategy is to be the fastest-growing tobacco company in Azerbaijan. It is improving its distribution, using competitive pricing in each price segment and brand building to increase its share further. Its future plans are the further promotion of its brands such as Kent Nanotek, Kent HD, Kent Convertibles and the newly-entered Kent HDi through point-of-sale displays, increasing the number of illuminated transparent stands with its brands in...

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