

British American Tobacco Colombia in Tobacco (Colombia)

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Abstracts

After the closure of its production facility in 2014 in Colombia, British American Tobacco Colombia continues to focus on the expansion and consolidation of its distribution network, to widen coverage at small independent grocers, the most important distribution channel. The company is following a diversification strategy, entering the vapour product business with its brand Vype.

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Contents

Strategic Direction Key Facts Summary 1 British American Tobacco Colombia: Key Facts Summary 2 British American Tobacco Colombia: Operational Indicators Production Competitive Positioning Summary 3 British American Tobacco Colombia: Competitive Position 2016



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