

British American Tobacco (Malaysia) Berhad in Tobacco (Malaysia)

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Abstracts

British American Tobacco (Malaysia) is expected to become more aggressive in restructuring its company activities as well as new business operations because of higher operating costs and smaller profit margins. The challenging environment, such as the huge hike in sales of illegal cigarettes that is reducing legal sales, is forcing the company to restructure its business in order to sharpen its commercial capabilities, at the same time optimising the supply chain so that it can minimise its oper...

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