

# **British American Tobacco Pars in Tobacco (Iran)**

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#### **Abstracts**

BAT faces strong challenges in 2016 with strong competition from JTI. Therefore, the company aims to secure its position and prevent further share loss in this battle. There are also widespread rumours of the possible official entry of Philip Morris into the country which will require BAT to prepare itself by expanding its product range and distribution network during the forecast period.

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