

British American Tobacco Plc in Tobacco (Cameroon)

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Abstracts

British American Tobacco (BAT)'s ongoing success in Cameroon can be attributed to its extensive distribution network, strong brand image and very strong financial resources. The company aims to gain further share for its leading brands Benson & Hedges and Dunhill in the face of an increasingly unfavourable sales environment amid price hikes related to changes in the taxation law. The company is concentrating its activities on marketing and distributing its products in Cameroon and other CEMAC co...

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