

British American Tobacco Plc in Tobacco (Mexico)

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Abstracts

British American Tobacco (BAT) is focused on understanding consumers' needs in order to launch new products that fit those preferences. One of its brands to have recorded a very good performance during 2014 is Pall Mall Click On, which gained more relevance after the Click On version's introduction during 2012. One of the company's strategic pillars is to strengthen its relationship with key retailers to continue developing point-of-sale strategies to build and communicate its brands. Its main...

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Contents

Strategic Direction

Key Facts

Summary 1 British American Tobacco Plc: Key Facts

Summary 2 British American Tobacco Plc: Operational Indicators

Production

Summary 3 British American Tobacco Plc: Production Statistics 2014

Competitive Positioning

Summary 4 British American Tobacco Plc: Competitive Position 2014

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