

# British American Tobacco Plc in Tobacco (Vietnam)

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## Abstracts

British American Tobacco (BAT) aims to strengthen its competitive position in tobacco in Vietnam, not only in terms of volume and value shares but also in terms of the quality of its products. To achieve this goal, over the forecast period the company plans to increase its focus on mid-priced and premium brands in cigarettes. Moreover, the company is expected to strengthen its relationship with Vinataba in order to improve production and distribution of its products in Vietnam.

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