

British American Tobacco Portugal in Tobacco (Portugal)

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Abstracts

British American Tobacco Portugal (BAT) has been trying to attract consumers by offering good value for money. However, competition has been fierce and the company has suffered. To face this competition, BAT is expected to focus on well-established brands such as Lucky Strike in the economy segment and Dunhill, a brand with a loyal consumer base, in the premium segment.

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Contents

Strategic Direction

Key Facts

Summary 1 British American Tobacco Portugal: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 British American Tobacco Portugal: Competitive Position 2013



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