

# British American Tobacco (South America) Ltd in Tobacco (Ecuador)

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## Abstracts

British American Tobacco (South America) Ltd intends to bring a larger diversity to cigarettes in Ecuador, as it quite stagnant, due to a monopoly from Tabacalera Andina SA. The company aims to achieve a higher brand share of cigarettes through the micro-targeting of higher-income consumers who are more likely to afford its products.

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