

British American Tobacco Turkey in Tobacco (Turkey)

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Abstracts

British American Tobacco Turkey (BAT) aims to maintain its share within the highly competitive Turkish cigarettes category. To this end, it is investing in new product development and strengthening its distribution network.

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Contents

Strategic Direction Key Facts Summary 1 British American Tobacco Turkey: Key Facts Company Background Production Summary 2 British American Tobacco Turkey: Production Statistics 2012 Competitive Positioning Summary 3 British American Tobacco Turkey: Competitive Position 2012



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