

# CA Cigarrera Bigott Sucs in Tobacco (Venezuela)

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## Abstracts

Cigarrera Bigott will continue to focus on maintaining a strong presence in the market and offering affordable products which can help it capture share from illicit cigarettes. It will seek to achieve this by strengthening its presence in the economy price band. The company is expected to increase the distribution of small brands like Viceroy and Universal in the northwest and central areas of the country as part of its fight against international smuggling operations.

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