

China Tobacco Hunan Industry Corp in Tobacco (China)

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Abstracts

Whilst continuing its brand management improvement strategy in 2016, with its three main brands He Tian Xia, Furongwang and BaiSha targeting the super-premium, premium and economy to mid-priced segments respectively, China Tobacco Hunan Industry Corp has focused more on the development of new types of tobacco, such as heated tobacco products, and vapour products. The company filed 252 patents on new types of tobacco and tobacco substitutes by the end of 2016, including the innovation of applying...

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Contents

Strategic Direction

Key Facts

Summary 1 China Tobacco Hunan Industry Corp: Key Facts

Summary 2 China Tobacco Hunan Industry Corp: Operational Indicators

Production

Summary 3 China Tobacco Hunan Industry Corp: Production Statistics 2016

Competitive Positioning

Summary 4 China Tobacco Hunan Industry Corp: Competitive Position 2016

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