

Corporación Habanos SA in Tobacco (Ecuador)

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Abstracts

The company aims to maintain its leadership in the cigar category, despite the stricter regulation and the growth of local production. Its goal is to remain as the leader in sales to high-income groups.

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Contents

Strategic Direction

Key Facts

Summary 1 Corporación Habanos SA: Key Facts

Production

Competitive Positioning

Summary 2 Corporación Habanos SA: Competitive Position 2014

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