

Dannemann Cigarrenfabrik GmbH in Tobacco (Kenya)

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Abstracts

Dannemann Cigarrenfabrik GmbH will continue to focus on cigars, where it commands a strong position. Cigar smoking is a niche area in Kenya and the company will therefore continue to target hotels and supermarkets in tourist areas to widen its distribution and increase its share.

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Contents

Strategic Direction

Key Facts

Summary 1 Dannemann Cigarrenfabrik Gmbh: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Dannemann Cigarrenfabrik GmbH: Competitive Position 2014



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