

# Imperial Tobacco Co Ltd in Tobacco (Pakistan)

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## Abstracts

Imperial Tobacco is expected to continue to focus solely on machine-manufactured cigars and solely on the Phillies brand in Pakistan in the forecast period. The company lacks production facilities in the country, which prevents it from competing effectively with domestically-produced brands such as Pakistan Tobacco's Gold Flake, and is unlikely to invest in such facilities given declining cigarette sales. However, the company is expected to continue to benefit from good growth in sales of machin...

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