

JTI Polska Sp zoo in Tobacco (Poland)

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Abstracts

JTI Polska will strengthen its consumer and trade marketing capabilities and also focus on enhancing cost effectiveness in its production facilities. The company will continue the rationalisation of its product portfolio. It will also invest in research into changing consumer needs and tailor its new product development accordingly. New product development is expected to remain a strong feature of the company's strategy over the forecast period.

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