

# La Casa Cubana in Tobacco (Saudi Arabia)

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## Abstracts

La Casa Cubana's strategic goal since its inception has been to become the leading retailer of high-end premium Cuban cigars in the Middle East region. The company plans to accomplish this by continuously diversifying its product offering with exclusive cigars from Cuba, especially from Corporación Habanos SA.

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## Contents

Strategic Direction

Key Facts

Summary 1 La Casa Cubana: Key Facts

Summary 2 La Casa Cubana: Operational Indicators

Company Background

Production

Competitive Positioning

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