

Mastermind Tobacco (Kenya) Ltd in Tobacco (Kenya)

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Date: August 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: M04A32ED1AAEN

Abstracts

The main strategy for Mastermind Tobacco (Kenya) Ltd is to grow the share of its flagship brand Supermatch and also improve its distribution network. Currently, Mastermind Tobacco focuses on rural and peri-urban consumers for its mid-priced and economy brands.

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