

# Philip Morris Asia Ltd in Tobacco (Hong Kong, China)

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## **Abstracts**

Over the forecast period, Philip Morris Asia is expected to focus on research and development as it seeks to innovate in order to maintain its leadership in cigarettes. The company is also set to focus more on marketing programmes to reinforce its presence in retail stores.

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## **Contents**

Strategic Direction Key Facts Summary 1 Philip Morris Asia Ltd: Key Facts Production Competitive Positioning Summary 2 Philip Morris Asia Ltd: Competitive Position 2016



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