

Philip Morris Chile Comercializadora Ltda in Tobacco (Chile)

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Abstracts

Philip Morris Chile Comercializadora is focused on increasing its retail volume share of cigarettes by identifying niches in which its brands can effectively compete. It therefore competes in cigarettes in Chile with three brands. Marlboro is present in premium cigarettes, L&M is present in mid-priced cigarettes and Philip Morris is present in economy cigarettes. The company expects to achieve a more visible presence for each of these brands over the forecast period.

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