

Philip Morris Finland Oy in Tobacco (Finland)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: PA8F8D90F14EN

Abstracts

Philip Morris Finland will focus on bringing product innovations to the market and adapting to the changing legislative environment. The company will invest to sustain its competitive position in tobacco in Finland by offering mid-priced and premium products. Philip Morris's primary objective is to increase its value sales, and at the same time maintain the company's good brand image and image as an employer. The company targets many consumer groups, from young adults to the older generation. Ph...

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