

Philip Morris International Inc in Tobacco (United Arab Emirates)

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Date: December 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: PA28489750EEN

Abstracts

The company focuses on premiumisation targeting high-disposable income earners looking for luxury, design and good quality products. The company is active in the launch of new product developments, such as Malboro Premium Black, which can consolidate the premium image of its most popular brands.

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Contents

Strategic Direction

Key Facts

Summary 1 Philip Morris International Inc: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Philip Morris International Inc: Competitive Position 2012

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