

Philip Morris (Malaysia) Sdn Bhd in Tobacco (Malaysia)

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Abstracts

Philip Morris (Malaysia) is expected to focus on marketing activities and enhancing its efforts to buttress its mid-priced leading brands with innovations in order to further strengthen its value shares over the forecast period. In 2016 the company gained two percentage points in value share to reach a 15% value share in cigarettes in competition with JT International and at the same time it also lured more value sales from British American Tobacco (Malaysia); both of the company's rivals remain...

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