

Philip Morris Management Services (Middle East) Ltd in Tobacco (United Arab Emirates)

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Abstracts

In the face of strong and growing competition from other tobacco companies, which are investing in innovation and differentiation, Philip Morris aims to strengthen its position over the next five years by focusing on the premium segment through its Marlboro brand. It also aims to grow organically and focus on innovation.

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Contents

Strategic Direction Key Facts Summary 1 Philip Morris Management Services (Middle East) Ltd: Key Facts Production Competitive Positioning Summary 2 Philip Morris Management Services (Middle East) Ltd: Competitive Position 2016



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