

Róna Kft in Tobacco (Hungary)

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Abstracts

Rona Kft strives to strengthen its position within Hungarian tobacco by developing and launching competitive price fighter cigarillos, while also continuing to market its traditional cigar and cigarillo brands. It is aiming to seize shares in fine cut tobacco and in cigarettes, by providing domestically-produced good quality economy cigarettes and alternatives under the familiar brand names. The company will focus on categories which are expected to benefit from the rising prices of cigarettes,...

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