

SEKAP SA in Tobacco (Greece)

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Abstracts

SEKAP is facing severe economic difficulties and therefore is likely to be acquired by another company over the forecast period. So far a Turkish company, Seba Dis Ticaret Ve Nakliyat A.S expressed an interest in acquiring the company but the acquisition was still under negotiation at the end of the review period. To cope with the crisis, SEKAP is using discounting of its flagship brands to compete with other players.

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