

Shanghai Tobacco Group in Tobacco (China)

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Abstracts

Shanghai Tobacco Group will emphasise technological innovation as its major growth engine while adopting a consumer-oriented branding and product development strategy. The group has set individual goals for each of its key brands. A rich choice of low tar products will differentiate Zhongnanhai while the group will further develop its core brand Chunghwa with the aim of further consolidating its number one position in the premium market. After signing a brand partnership agreement with Shuangxi...

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