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Souza Cruz SA in Tobacco (Brazil)

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Date: July 2017
Pages: 2
Price: US$ 150.00 (Single User License)
ID: SF8A2EBB496EN

Abstracts

The company is part of the local branch of the global group, British American Tobacco Plc, in Brazil. It is no longer publicly listed, since the end of 2015, when the British American Tobacco was able to acquire 90% of the company's actions, becoming prevalent over minority partners.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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