

Tabaqueria de Filipinas Inc in Tobacco (Philippines)

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Abstracts

With the threat posed by higher taxes required for cigars towards the end of the review period, Tabaqueria De Filipinas Inc has become aggressive in maintaining its market share. This includes offering pricing discounts for the first few months following the price increase, choosing to absorb the higher costs instead of passing it directly onto the consumer straightaway. This is perceived as being part of its overall goal of keeping its leadership position in cigars, particularly among tourists...

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