

Reynolds American Inc - Strategic SWOT Analysis Review

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Abstracts

Reynolds American Inc - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

Highlights

Reynolds American Inc (RAI), a subsidiary of British American Tobacco PLC, manufactures and markets cigarettes and smokeless tobacco products. The company's product portfolio comprises smoke-free tobacco, moist snuff products, cigarettes, and nicotine replacement treatments. It markets products under Camel, Pall Mall, Newport, Kodiak, Grizzly, Velo, Revel, Natural American Spirit and Snus brand names. RAI also exports tobacco products to the US territories, the US duty-free shops and the US overseas military bases. Its business operations span across the US, Italy, Germany, Japan, Hong Kong, the Netherlands, Sweden, Switzerland, Spain and Mexico. RAI is headquartered in Winston-Salem, North Carolina, the US.

Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

Note: Some sections may be missing if data is unavailable for the company.

Contents

SECTION 1 - ABOUT THE COMPANY

Reynolds American Inc - Key Facts
Reynolds American Inc - Key Employees
Reynolds American Inc - Key Employee Biographies
Reynolds American Inc - Major Products and Services
Reynolds American Inc - History
Reynolds American Inc - Company Statement
Reynolds American Inc - Locations And Subsidiaries
Head Office
Other Locations & Subsidiaries

SECTION 2 – COMPANY ANALYSIS

Company Overview
Reynolds American Inc - Business Description
Reynolds American Inc - SWOT Analysis
SWOT Analysis - Overview
Reynolds American Inc - Strengths
Reynolds American Inc - Weaknesses
Reynolds American Inc - Opportunities
Reynolds American Inc - Threats
Reynolds American Inc - Key Competitors
Reynolds American Inc, Recent Deals Summary

SECTION 3 – APPENDIX

Methodology
About GlobalData
Contact Us
Disclaimer

List Of Tables

LIST OF TABLES

Reynolds American Inc, Key Facts

Reynolds American Inc, Key Employees

Reynolds American Inc, Key Employee Biographies

Reynolds American Inc, Major Products and Services

Reynolds American Inc, History

Reynolds American Inc, Subsidiaries

Reynolds American Inc, Key Competitors

Reynolds American Inc, Recent Deals Summary

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