

British American Tobacco p.l.c. - Company Profile and SWOT Analysis

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Abstracts

British American Tobacco p.l.c. %li%Company Profile and SWOT Analysis

Summary

British American Tobacco p.l.c. %li%Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

Key Highlights

British American Tobacco p.l.c. (BAT or 'the company') produces and sells tobacco and nicotine products. The company's products include vapor and tobacco heating products, cigarettes, tobacco free nicotine products, snus, moist snuff and other tobacco related products. BAT markets its products under Kodiak, Vogue, Newport, Vype, glo, Dunhill, Kool, Camel Snus, Pall Mall, Natural American Spirit, Kent, Rothmans, Newport, and Lucky Strike brand names. The company sells its products through exclusive distributors, direct-to-customers and retailers. It has its business presence across the Asia Pacific, the Middle East and Africa, Europe, and the Americas. The company is headquartered in London, Greater London, the UK.

Scope

Detailed information on British American Tobacco p.l.c. required for business and competitor intelligence needs

A study of the major internal and external factors affecting British American Tobacco p.l.c. in the form of a SWOT analysis

An in-depth view of the business model of British American Tobacco p.l.c. including a breakdown and examination of key business segments

Intelligence on British American Tobacco p.l.c.'s mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about British American Tobacco p.l.c., such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

Reasons to Buy

Gain understanding of British American Tobacco p.l.c. and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess British American Tobacco p.l.c. as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on British American Tobacco p.l.c.'s business structure, strategy and prospects.

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