

Internship report on british american tobacco bangladesh

Business



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British American Tobacco Bangladesh, is the market leader in cigarette manufacturing companies in Bangladesh. BATB is a company faced with multifarious challenges of tobacco manufacturing industry. Company Overview British American Tobacco Bangladesh (BATB) is one of the pioneer cigarette manufacturers in the world. The company was formed at the turn of the 20th century with the objective of establishing a worldwide business. Today British American Tobacco sells the leading brands in over 30 markets covering 102 countries, has more than 200 brands worldwide, employs more than 55, 000 people and produces some 2 billion cigarettes every day.

British American Tobacco Bangladesh Company Limited is one of the largest private sector enterprises in Bangladesh, incorporated under the Company's Act 1913 on 2nd February 1972.

BAT has over the decades consistently invested in Bangladesh market through Bangladesh Tobacco Company (BTC). Thus BTC has always been on the business of manufacturing and marketing different brands that meet the standards found everywhere in the world. BAT has a plan to build their business in three ways: 1. Organic growth in their existing markets 2 Quick and effective entry into new markets and 3.

Potentially attractive acquisition, joint ventures or other strategic alliances.

The merger of British American Tobacco with Rothmans International had been announced on 11th January 1999. This global merger was completed on 7th June 1999. This brings together the number 2 and 4 players which will boast a combined volume exceeding 900 billion cigarettes around the world with some 120, 000 employees and a worldwide market share of 16 percent <https://assignbuster.com/internship-report-on-british-american-tobacco-bangladesh/>

(Phillip Morris has a 17 percent share). The merger will help to attain in British American Tobacco's vision of becoming the world's leading International Tobacco Company.