

# Philip Morris Companies And Kraft, Inc

PM Corporate Responsibility

## PM's Greatest Contributions

Philip Morris has contributed to the world's economic prosperity, and has been a major force in the development of the tobacco industry. In 2014, Philip Morris International reported a record profit of \$10.1 billion, up from \$9.1 billion in 2013. This was a result of the company's strong performance in the Americas, Europe, and Asia.

## Future Plans

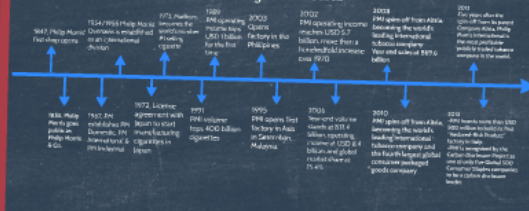
As the industry shifts its focus to e-cigarettes, Philip Morris is investing heavily in research and development to create new products and improve existing ones. The company is also exploring the potential of e-cigarettes as a platform for other products, such as e-liquids and e-herbs. Philip Morris is committed to being a leader in the e-cigarette market.

## PMI Criticism

PMI has been criticized for many reasons in the last decade. Criticized for false advertisement, glamorization, environmental harm, and the dangers related to smoking. Although it preaches that it encourages kids to not start smoking, they have been accused of advertising to kids. "Don't be a smoker" campaign specifically appeals to a younger audience.



## Timeline: Major Events



## Philip Morris

- Philip Morris International operates in over 180 countries.
- Employs over 82,000 people in manufacturing and sales.
- In 2014, PMI held 15.5% share of the total international cigarette market outside of the US.
- 6 of PMI's tobacco products and brands are in the top 10 of the world.
- In 2014, PMI had a revenue of 80.1 billion dollars.
- Philip Morris US operates separately from Philip Morris International.

## PM Corporate Responsibility

Philip Morris is committed to being a responsible corporate citizen. The company is focused on three key areas: environmental, social, and economic. Philip Morris is committed to being a leader in each of these areas. The company is also committed to being a leader in the tobacco industry.

## Competitive Advantage

Philip Morris has a competitive advantage in the tobacco industry. The company's products are of high quality and are widely available. The company's marketing is also very effective. Philip Morris is committed to being a leader in the tobacco industry.



## PM's commitment to the environment

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Molly & Susie

## PMI on The Environment



## PMI on The People



## Criticism



## Advantages from going International

- PMI has greatly increased their sales from going international.
- Starting off from a single cigarette shop in the 1800s, PMI now has greatly benefited from their sales expansion, their revenue is now in the billions.
- Going international has allowed them to diversify their products, have hundreds of different brands of cigarettes, having different brands allows them to attract different markets.

# Philip Morris Companies And Kraft, Inc

PM Corporate Responsibility

## PM Creative Contributions

PM has been a leader in the world of tobacco products, and has been a pioneer in the world of tobacco products. PM has been a leader in the world of tobacco products, and has been a pioneer in the world of tobacco products.

## PM Criticism

PM has been criticized for many reasons in the last decade. Criticism for false advertisement, glamorization, environmental harm, and the dangers related to smoking. Although it preaches that it encourages kids to not start smoking, they have been accused of advertising to kids. "Don't be a martyr" campaign specifically appeals to a younger audience.



## Timeline: Major Events



## Philip Morris

- Philip Morris International operates in over 180 countries.
- Employers over 82,000 people in manufacturing and sales.
- In 2014, PMI held 15.5% share of the total international cigarette market outside of the US.
- 6 of PMI's tobacco products and brands are in the top 15 of the world.
- In 2014, PMI had a revenue of 80.7 billion dollars.
- Philip Morris US operates separately from Philip Morris International.

## PM Corporate Responsibility

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## PMI on The Environment



## Critiques



## Advantages from going International

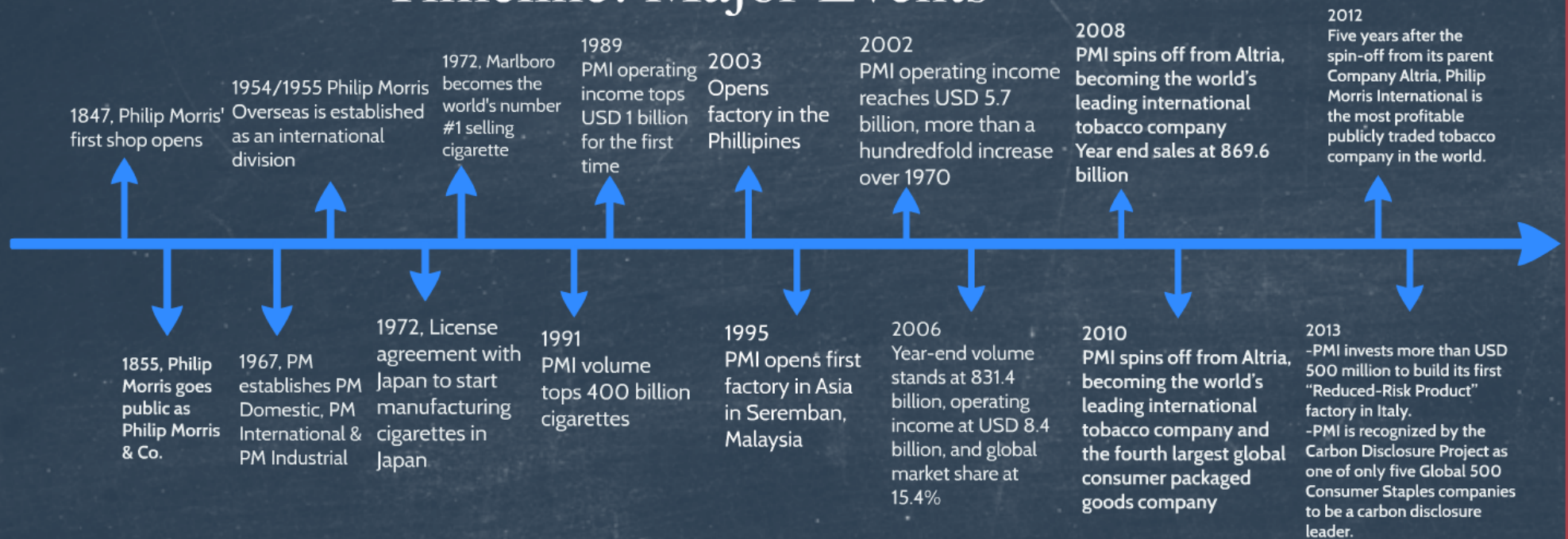
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# PM Corporate Responsibility

- They work with (ALP) Agricultural Labor Practices, work with suppliers and growers, interest groups, and governments to address child labor and other abuses in the labor markets
- PMI works to contribute to improving the local communities that they work in and source their tobacco from, they do this through charitable giving, volunteer activities and PMI supports a large network of non-profit organizations
- "To the extent possible, we refrain from, directly or indirectly, taking or supporting any action which contributes to the financing of armed groups that are committing human rights abuses in the Democratic Republic of the Congo region"