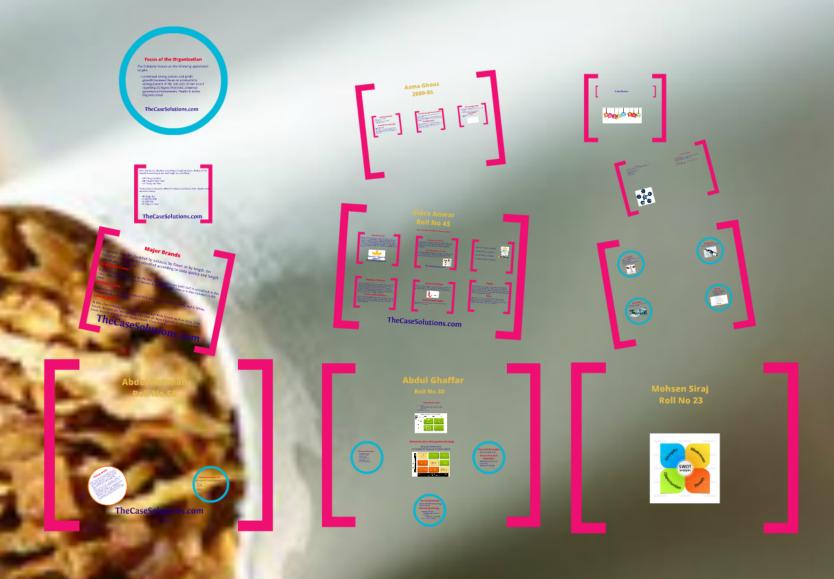
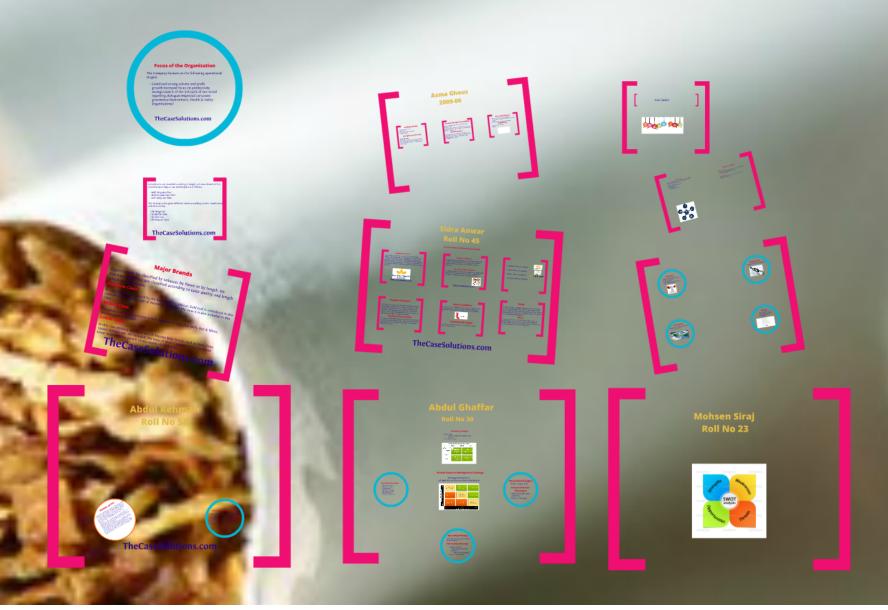
Valuing A Tobacco Brand: Matrix



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Abdul Rehman Roll No 58



Structure/ Departments of PTC

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Major Brands

Cigarette may be classified by tobacco, by flavor or by length. On Pakistan Cigarettes are classified according to taste quality and length which are as follows;

Premium Class

It is the Cigarette produced by the best available tobacco. Gold Leaf is considered in this class. After getting the right of Benson & Hedges by PTC now it is also included in this class.

Middle Class

The tobacco of these cigarettes is little hard and in this class Wills, Red & White, Morven Gold is included.

Lower Class

In this class Embassy K-2 Royal and all Mardan Wala brands such as Daily, Time Square, Rangers etc. are included. The taste of these Cigarette is very hard and lower income group people smoke mostly these brands.

Some brands are classified according to length and sizes. Brands of PTC classified according to size and length are as follows;

- KSFT King size filter
- RSFT Regular Size Filter
- LSFT Long size filter

The Packing is also given different names according to their classification and their variety.

- HL Hidge Lid
- · SS Shell & Slide
- SC Soft Cup
- **EP** Emperor Pack



The Company focuses on the following operational targets:

 Continued strong volume and profit growth.Increased focus on productivity savings.Launch of the 3rd cycle of our social reporting dialogues.Improved corporate governance.Environment, Health & Safety Organizational

Sidra Anwar Roll No 45

External Analysis of Pakistan Tobacco Company

Industry Overview

Pakistan tobacco company is a source of revenue, foreign exchange and employment. The Industry has to pay very high excise duty and sales tax while complying with government regulations. during-2007-2008 it contributed above Rs 68 billion as contract excise duty and sales tax. Despite its contribution to economy the industry is highly criticized for its negative impacts on society.



Structure of industry

In Pakistan the industry consists of farmers who grows tobacco, firms that convert raw material into finish goods exporters and importers of tobacco and its products.

Size and numbers of sellers

In Pakistan tobacco cultivation occupies a relatively small area of 0.27% of total irrigated land. The major firms involved in manufacturing of cigarettes includes:



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· Pakistan Tobacco Company

- · Lakson Tobacco Company
- · Khyber Tobacco Company
- · Universal Tobacco Company



КНУВЕД ТОВАССО

Number of buyers

The firms that convert raw material into finish goods are considered as primary buyers. Pakistan society of cancer prevention says that 37% of men and 4% of women are smokers. In Pakistan tobacco consumption is five times higher than in India. Alongside this, various countries are also acting as buyers for tobacco industry.

Product differentiation

The major product differentiation exists between chewing tobacco and cigarettes and cigars. The main differentiation exists between the manufactured goods in the form of branded cigarettes.

Entry Conditions

There are no entry conditions as such but when a company enters the industry, it has to abide by all the rules and regulations of government. This is very costly especially in terms of advertising.



Demand and supply

The tobacco board also manages the demand and supply of tobacco in the industry.

Image

The industry has a negative image among its consumers and the general public. This is due to the various health hazards associated with tobacco consumption. But recently Pakistan tobacco company is indulged in various programs like youth prevention program.

Pric

The government fixes the lowest price that firms can pay to growers. There is a restriction that price for the current year cannot be lower than that paid in the preceding year. The tobaccoboard has specified the criteria for fixing prices.

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