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*Phillip Morris*

# *Introduction*

A good insight into this case is to understand the hardships and managerial decisions for Phillip Morris – one of the world's leading producers of cigars. It provides trends in the industry, competition, regulatory forces, and CSR of companies in the business.

# *Market Competition*

This force posed a major threat to Phillip Morris and other tobacco brands because other tobacco industry players and new entrants demanded that Phillip Morris should come up with new and unique products.

# Lessons Learned

The Phillip Morris case provides a good insight of the fact that change and creativity cannot be over emphasized, especially when organizations operate in strict control environment. Managers have no other choice but to predict, in terms of research and development, improve strategies and key positioning and adapt to consumers' expectations and ethic parameters.

# *Conclusion*

Phillip Morris shows that it is always possible to succeed in a hostile environment given careful planning and dynamism. This case provides a rich source of learning on how organisations responded to regulatory and market forces over a period.

# Resource

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