

## **TABLE OF CONTENTS**

	<b>Page</b>
<b>1. Objective of the study</b>	<b>3</b>
<b>2. Significant of the Study</b>	<b>3</b>
<b>3. Scope of the Study</b>	<b>3</b>
<b>4. Research Methodology</b>	<b>3</b>
<b>5. Overview of the Company: RJRM</b>	
<b>5.1. Background &amp; Its Business</b>	<b>4</b>
<b>5.2. Product</b>	<b>6</b>
<b>5.3. Company Philosophy - Social responsibility</b>	<b>7</b>
<b>5.4. Corporate Governance</b>	<b>8</b>
<b>5.5. Human Resources Management</b>	<b>9</b>
<b>5.6. Manufacturing and Research &amp; Development</b>	<b>10</b>
<b>5.7. Financial Analysis</b>	<b>12</b>
<b>5.8. Marketing/Sales</b>	<b>13</b>
<b>6. The Tobacco Industry</b>	
<b>6.1 Consumption and Market Shares</b>	<b>15</b>
<b>6.2 Competitors' Background</b>	<b>16</b>
<b>6.3 Trend and Outlook</b>	<b>17</b>
<b>6.4 Competitor's Performance Analysis</b>	<b>18</b>
<b>7. STRATEGIC ANALYSIS &amp; RECOMMENDATION</b>	
<b>7.1 SWOT</b>	<b>22</b>
<b>7.2 Complementary on SWOT</b>	<b>26</b>
<b>7.3 Game Theory</b>	<b>36</b>
<b>7.4 Complementary on Game Theory</b>	<b>36</b>

<b>8. Implementation and Controls</b>	<b>49</b>
<b>9. Conclusion</b>	<b>53</b>

## **REFERENCES**