

Philip Morris International

Introduction

Philip Morris International Inc. is widely known as a cigarette company. The basic objective of Philip Morris International (PMI) is to build a future to replace cigarettes with smoke-free products, which although not completely risk-free, would be less harmful and better than cigarettes per se. The basic objective of PMI is to make a smoke-free future.

71,000
employees around the world

930+
R&D scientists, engineers and technicians working on smoke-free products

175+
markets where our products are sold

150
million consumers worldwide

5
of the world's top international 15 cigarette brands, including Marlboro

39
production facilities worldwide

Mission:

We are committed to being a great employer and a good corporate citizen. We strive to be environmentally and socially responsible. We are dedicated to fighting the illegal cigarette trade. And we proudly support

the communities where we source tobacco and where our employees live and work.

Vision:

- 1) **Trust:** employees to be trustworthy
- 2) **Collaboration:** work in coordination within and outside the company.
- 3) **Integrity:** employees to work with honesty and sincerity.
- 4) **Inclusive:** To function in an inclusive environment that is an An environment where every voice is heard and valued, regardless of background and identity.
- 5) **Diversity:** PMI has employees from all across the globe. Currently, the company has 37% women and wants to increase it to 40%. It also has 7-8% of people representing the LGBTQ+ community.

Why We Choose Philip Morris International Inc.

The case discusses the marketing strategies of Philip Morris USA (Philip Morris), a leading tobacco company in the US, for its popular cigarette brand, Marlboro. It shows how the company used the image of a cowboy to successfully establish the brand Marlboro in the minds of consumers. The case also discusses the various marketing strategies adopted by Philip Morris before and after the implementation of the **Master Settlement Agreement (MSA) which imposed severe restrictions on marketing of tobacco products in the US**. It shows **how the marketing strategies adopted by Philip Morris over the years have helped it in retaining Marlboro as a top selling brand** since its relaunch in the early 1950s.

Market News

- **Philip Morris International confirms commitment to its employees during a pandemic**

Employment stability: The company will not terminate the employment of any PMI employee during this crisis period, unless for cause, and the company has also put on hold any restructuring plans.

Financial stability: PMI will continue to provide regular compensation to all PMI employees, irrespective of their ability to perform fully their professional duties during this period.

<https://philipmorrisinternational.gcs-web.com/static-files/355b4f24-ee6b-441e-932f-eddb44ead3e0#:~:text=Lausanne%2C%20Switzerl and%E2%80%94April%209%2C,throughout%20the%20global%20p andemic%20period.>

These Points support the Stability of Personnel

- **The fixed component of remuneration of a Member who is an employee of the PMI Group consists of the**

1. Salary;
2. Remuneration for the Member's performance of office;
3. Other monetary remuneration;
4. Non-monetary benefits.

Other cash benefits and emoluments that may be provided to a Member who is an employee of the PMI Group under certain conditions include a monthly allowance for meals and leisure activities (e.g. in the form of education allowance, holiday allowance); monetary benefits related to relocation

<https://www.pmi.com/media-center/news/philip-morris-international-commits-to-employees-during-pandemic>

Supports Remuneration of Employee

- **Unity of Direction**

1. Now we've made the decision to go smoke-free.
2. We're creating a PMI that will be remembered for replacing cigarettes with a portfolio of revolutionary products.

<https://www.pmi.com/our-transformation/delivering-a-smoke-free-future>

and their mission is

We strive to be environmentally and **socially responsible.**

(This Supports Unity of Direction)

- **Improving PMI's gender balance to become a more equal, fair, and successful business**

PMI has reached its 2022 target of at least 40 percent female representation in management—but there is still more work to do.

- *random
- *random

(This Supports principle of equity)

Customer Reviews


1. Great organisation to work with. All the upper-level management is very helpful. (This supports Order+ Team Spirit)
They always motivate you and help you to grow better in the future.
The organisation is very open to suggestions. They always take care of their employees. It's fun to work here.
2. It's a good place to work and probably one of the few organisations that provide excellent job rotation opportunities, irrespective of domestic or international boundaries! (Supports Principle Equity)

3. Good company to work for Rewards high performers Hierarchical in culture. Lots of projects to keep things lively apart from working on basic key result areas.
4. It's a good place to work and probably one of the few organisations which provides excellent job rotation opportunities, irrespective of domestic or international boundaries!

<https://theorg.com/org/phillip-morris-international/org-chart>

Senior Territory Executive In Patna

★ 5.0

 Anonymous · Sales & Marketing Department · Philip Morris International

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Likes


Very good organisation to work with, job security is also one point.


Work Details


Very good.

Work days: Monday to Saturday (Flexible Timings)

Work related travel: This job involves travel within city.

 Helpful


 Comment


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posted on 25 Apr 2022

Territory Sales Manager In Chennai

★ 5.0

 Report

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Likes

Work ethics, challenges of work, team handling to achieve Target

Dislikes

Career growth could have been much better

Work Details

Good, a good place to work with out much pressure

Work days: Monday to Saturday (Strict Timings)

Work related travel: This job involves travel within city.

Supports Division of work + Centralization

