

Aycee Ltd in Tissue and Hygiene (Nigeria)

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Abstracts

Aycee is a fairly new entrant to retail hygiene, entering in 2013, having had a traditionally strong presence in the beauty and personal care market. Within retail hygiene, the company aims to develop the same business methodology that brought it success in beauty and personal care, including building partnerships with strong international brands and players so it can apply its strong distribution and marketing network to drive the brands' success in Nigeria.

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Contents

Strategic Direction

Key Facts

Summary 1 Aycee Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Aycee Ltd: Competitive Position 2014

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