

# Drinks.ng in Retailing (Nigeria)

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## Abstracts

Drinks.ng – Nigeria’s first primarily alcoholics drinks specialist internet retailer – aims to dominate food and drink internet retailing. Although it entered the market through internet retailing, the company has realised the need to have physical store support, which offers economies of scale advantages and visibility, and so the company will focus on increasing its physical store presence. It will also concentrate on expanding its 24- hour delivery service, which helps to support sales. Its m...

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