

Eko Supreme Nigeria Ltd in Home Care (Nigeria)

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Abstracts

Eko Supreme has stated that the company will focus on quality in the forecast period and plans to invest heavily in research and development within laundry care. The company will focus on ensuring optimum cleaning and brightening for its products, rather than simply competing on price. The company meanwhile also plans to launch lower-sud laundry detergents for both top loading and front loading automatic washing machines at the start of the forecast period, thus responding to widening ownership...

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