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International Breweries Plc in Alcoholic Drinks (Nigeria)

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Abstracts

International Breweries Plc aims to take advantage of its core strength as a regional power in alcoholic drinks in the southwestern regions of Nigeria to improve its value share. Its recent acquisition by SABMiller Plc in 2011 has enabled it to expand its resources in order to better compete and so the company's production capacity has been increased to 650,000 hectolitres per annum. Its core brand, Trophy, is being more aggressively marketed and distributed beyond its core area of sales in the...

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