

# Multipro Enterprises Ltd in Home Care (Nigeria)

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## Abstracts

Multipro Enterprises is expected to continue to focus solely on bleach in the forecast period. The company is likely to continue to invest in eye-catching or challenging advertising to build awareness for its Hypo brand and will also continue to focus on educating consumers about the wide range of cleaning applications offered by bleach. The company is expected to see a strong performance in the forecast period, benefiting not only from sales growth for bleach as a result of ongoing economic unc...

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