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Nigerian Breweries Plc in Alcoholic Drinks (Nigeria)

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Abstracts

In a challenging environment for its major category of mid-priced lager, Nigerian Breweries faces a strategic need to lower production costs by increasing economies of scale, to expand its product category strength, and to maintain high levels of visibility for its brands. The company's strategic priority is also to maintain a high rate of innovations (such as its Star Lite brand) and renovations.

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