

Promasidor Nigeria Ltd in Hot Drinks (Nigeria)

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Abstracts

Promasidor Nigeria aims to improve production costs to enable it to provide quality products at affordable prices. It also aims to increase the use of locally sourced raw materials, particularly in light of the burgeoning costs of raw materials imports caused by the depreciation of the local currency. This will also enable it to expand its brands' portfolio and expand its distribution network so as to grow share.

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