

PZ Cussons Nigeria Plc in Beauty and Personal Care (Nigeria)

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Abstracts

PZ Cussons Nigeria aims to constantly improve on and expand its strong brand portfolio to grow its share and profits. Its long-standing presence in Nigeria gives it a better understanding of the local environment than many of its competitors, and will inform its ability to develop brands to which Nigerians can relate. Its household beauty and personal care brands, such as Cussons, are promoted regularly through advertisements and strong visibility at points of sale.

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