

# Packaging Appreciation for MSME`

Sola Somade, Tunji Adegboye

PACKAGING  
APPRECIATION  
for MSMEs



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This book is about creating awareness about the importance of packaging in the successful marketing of consumer goods by SMES. Factors that determine choice of packaging material and various packaging materials and their properties are described. The objective of the book is to ensure that the manufacturer chooses a packaging material that will sell the product.

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