

# African Bank Investment Ltd in Home and Garden (South Africa)

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## Abstracts

African Bank Investment Limited's strategy is focused on improving the group's customer value proposition, customer growth and optimising the value from the EHL acquisition and business optimisation. Through access to the Ellerrine Holdings Limited (EHL) furniture store network, the group has extended African Bank's distribution footprint through the rollout of stores, and store size reductions to improve sales efficiencies leading to a significant lift in new business volumes. The smaller...

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