

Bata Ltd in Retailing (Kenya)

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Abstracts

To maintain its leading position in apparel specialist retailers, Bata Ltd is diversifying its product portfolio in order to cater to all the footwear needs of Kenyans. It claims to have a product for every consumer need and its strategy is to be a one-stop shop for all the footwear needs of all Kenyans from all walks of life. As part of this strategy, it frequently launches new products aimed at different consumer groups.

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