

Deacons Kenya Ltd in Retailing (Kenya)

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Date: March 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: D78B700E7CEEN

Abstracts

Deacons Kenya Ltd's business strategy is focused on forming strategic partnerships with the aim of increasing its foothold by expanding its visibility and accessibility. The company aims to increase its presence via the growing number of malls within both city centres and residential areas. It currently owns and manages various international brands and stores in prime locations.

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