

Dis-Chem Pharmacies (Pty) Ltd in Home Care (South Africa)

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Date: June 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: D14A18EAACEEN

Abstracts

Dis-Chem Pharmacies should maintain strong branding in South Africa, thanks to its positioning at the low-end of the market in terms of pricing. The company is expected to grow thanks to a strategy based on expansion and store openings through franchises. This will therefore allow the health and beauty specialist retailer to increase its presence within home care by offering private label products such as all-purpose cleaning wipes by widening its consumer base and target audience in South...

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