

Edcon Holdings Pty Ltd in Beauty and Personal Care (South Africa)

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Abstracts

Edcon is the largest clothing and footwear company in South Africa. Its strategy focuses on diversifying its group portfolio and expansion through the acquisition of strong brands in alternate industries, such as stationers (CNA) and home ware (Boardmans), while also including food sales in some outlets (Jet Mart). The extension off its main business has enabled Edcon to leverage on its existing large account holder base.

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