

Edcon Holdings Pty Ltd in Home and Garden (South Africa)

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Abstracts

Edcon Holdings' business model is anchored on maintaining its significant market share already enjoyed in the clothing, footwear, household textiles, homewares, cosmetics and accessories. The group's strategy is centred on diversifying and expanding through the acquisition of strong brands in alternate industries such as stationers, home furnishings, homewares and food sales in some outlets (Jet Mart). These extensions from its main business have allowed Edcon to leverage off its large account...

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