

Edcon Holdings Pty Ltd in Retailing (South Africa)

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Abstracts

Edcon Holdings is the largest apparel company in South Africa. Its strategy has been to take advantage of the economic conditions by diversifying, and expanding through the acquisition of strong brands in alternate markets, such as stationers (CNA) and homewares (Boardmans), whilst also including food sales in some outlets (Jet Mart). These extensions from its main business have allowed Edcon to leverage its large accountholder base.

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