

The Foschini Group Ltd in Personal Accessories (South Africa)

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Abstracts

The Foschini Group is aiming to become one of the leading clothing, footwear and cosmetics retailers in South Africa. The upgrading of its stores across South Africa has allowed it to target a more affluent consumer segment, with a wider variety of products. Foschini also focuses on personal accessories through its American Swiss and Sterns brand which specialise in watches and jewellery items. The Foschini Group aims to consolidate its position in the market through offering a diverse range of...

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