

Massmart Holding Ltd in Retailing (Nigeria)

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Abstracts

Following on from the acquisition of the parent company of Massmart Holding Ltd by Walmart Inc in 2011, it is likely that Exclusive Stores will begin significant expansion in Nigeria. Having had only one Game store since it opened in 2005, the company added another in December 2011 and plans to open another in 2013. The company believes there is scope in Nigeria for around 10 to 20 Game stores in five or six key cities, although expansion has so far been slower than intended due to...

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