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Massmart Holdings Ltd in Consumer Appliances (South Africa)

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Date: January 2016
Pages: 4
Price: US$ 150.00 (Single User License)
ID: M8C5580F96AEN

Abstracts

Massmart Holdings Ltd has focused on expansion since its acquisition by US retail giant, Wal-Mart, in June 2011. The acquisition strengthened Massmart's supply chain in South Africa. Massmart's aggressive growth strategy is focused on efficiencies in the supply chain, food retailing, product diversification and footprint expansion.

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