

Massmart Holdings Ltd in Consumer Electronics (South Africa)

https://marketpublishers.com/r/M4DADE72051EN.html

Date: August 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: M4DADE72051EN

Abstracts

Massmart has focused on consistent expansion since its acquisition by US retail giant Wal-Mart in June 2011. This acquisition strengthened Massmart's supply chain in South Africa and the company's aggressive growth strategy is focused on creating efficiencies in its supply chain, grocery retailing, product diversification and footprint expansion. Massmart's four divisions in South Africa are focused on the high-volume, low-margin and low-cost distribution of branded consumer products catering to...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Computers and Peripherals, Digital Cameras by Type, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics, Tablets by OS.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Electronics market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and



leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction

Key Facts

Summary 1 Massmart Holdings Ltd: Key Facts

Company Background

Chart 1 Massmart Holdings Ltd: Dion Wired in Cape Town

Internet Strategy

Private Label

Competitive Positioning

Summary 2 Massmart Holdings Ltd: Competitive Position 2016



I would like to order

Product name: Massmart Holdings Ltd in Consumer Electronics (South Africa)

Product link: https://marketpublishers.com/r/M4DADE72051EN.html

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/M4DADE72051EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970