

Massmart Holdings Ltd in Consumer Electronics (South Africa)

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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...

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