

# Massmart Holdings Ltd in Home and Garden (South Africa)

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## Abstracts

Massmart Holdings has been focusing on expansion since its acquisition by US retail giant Wal-Mart Stores in June 2011. This helped to boost the strength of Massmart's supply chain in South Africa. Massmart's aggressive growth strategy focuses on investment in the supply chain, food retailing, product diversification and footprint expansion. Massmart's four divisions in South Africa focus on high-volume, low-margin and low-cost distribution of branded consumer products across all income bands. G...

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