

Massmart Holdings Ltd in Home and Garden (South Africa)

<https://marketpublishers.com/r/M70970F4781EN.html>

Date: May 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M70970F4781EN

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...

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: Gardening, Home Furnishings, Home Improvement, Homewares.

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

Why buy this report?

Get a detailed picture of the Home and Garden 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

Internet Strategy

Private Label

Summary 2 Massmart Holdings Ltd: Private Label Portfolio

Competitive Positioning

Summary 3 Massmart Holdings Ltd: Competitive Position 2016

I would like to order

Product name: Massmart Holdings Ltd in Home and Garden (South Africa)

Product link: <https://marketpublishers.com/r/M70970F4781EN.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/M70970F4781EN.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**

Customer 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