

# Massmart Holdings Ltd in Retailing (Nigeria)

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## Abstracts

Following the acquisition of the parent company of Massmart Holdings Ltd by Walmart Inc in 2011, the company's strategy has become focused on a particular direction, which is increasing sales of grocery items as this is the best way to achieve strong volume sales. To that end, the company launched a new grocery retailers brand, Valumart, in 2014 with the aim of having seven stores in operation by the end of 2014, although at the time of writing this report, that ambition had not yet been...

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## Contents

Strategic Direction

Key Facts

Summary 1 Massmart Holdings Ltd: Key Facts

Summary 2 Massmart Holdings Ltd: Operational Indicators 2012-2014

Internet Strategy

Company Background

Chart 1 Massmart Holdings Ltd: Valumart, Convenience Stores in Lagos

Chart 2 Massmart Holdings Ltd: Game, Variety Stores in Lagos

Private Label

Competitive Positioning

Summary 3 Massmart Holdings Ltd: Competitive Position 2014

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