

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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