

Massmart Holdings Ltd in Retailing (South Africa)

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Date: April 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: M12074826CDEN

Abstracts

Massmart has been on a major expansion drive since its acquisition by US-based multinational retail giant Wal-Mart in June 2011, which helped to boost the strength of Massmart's supply chain in South Africa. Massmart's aggressive growth strategy is focused on investment in its supply chain, food retailing, product diversification and footprint expansion. Massmart's four divisions in South Africa are focused on high-volume, low-margin and low-cost distribution of branded consumer products to cate...

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