

# Mr Price Group Ltd in Apparel (South Africa)

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## Abstracts

Mr Price Group will continue to benefit from offering low prices and a fashionable positioning during the forecast period. Low prices will continue to be enabled by the company's strong focus on private label, while a fashionable positioning will be supported by strong upmarket advertising. The company will seek to further expand its outlet volume during the forecast period, focusing on high-footfall locations, while closing unprofitable outlets. The company is also expected to see strong...

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## Contents

MR PRICE GROUP LTD IN APPAREL (SOUTH AFRICA)

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August 2013

Strategic Direction

Key Facts

Summary 1 Mr Price Group Ltd: Key Facts

Summary 2 Mr Price Group Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Mr Price Group Ltd: Competitive Position 2012

Internet Strategy

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