

Nakumatt Holdings Ltd in Retailing (Kenya)

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Abstracts

Nakumatt Holdings will maintain its ongoing branch expansion pace in Kenya and the East Africa region. Alongside the expansion plans, the retailer will be continuing its efforts to scale up its regional market share through a strategic project geared at enhancing its customer experience. Some of the ways it will do this is by rewarding its customers through the loyalty point scheme, improving overall store experience by providing more space and reorganising store arrangements and by holding peri...

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