

Pepkor Holdings Ltd in Retailing (South Africa)

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Date: May 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P126CFAEDEBEN

Abstracts

Pepkor aims to maintain its leading position within apparel specialist retailers by striving to offer products at low prices in order to increase its share. The company mainly targets low- to middle-income consumers through lower unit prices on most merchandise.

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