

Pepkor Retail (Pty) Ltd in Retailing (South Africa)

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Abstracts

Pepkor Retailing's business strategy is based on a "narrow margin, high volume" model and the retailer caters mainly for consumers at lower end of the income spectrum, for whom low prices are the major priority. In addition, Pepkor Retail is expected to register improvements in its brand recognition and perception thanks to the possible opening of new stores. During the forecast period, Pepkor's strategy is set to focus more on increasing its profitability by making strategic acquisitions and in...

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