

Shoprite Holdings Ltd in Retailing (South Africa)

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Abstracts

Shoprite's expansion strategy is intended to gain the company value share in a challenging trading environment defined by low consumer confidence. The company's expansion strategy includes maintaining a high pricing policy which meets consumer expectations. During the forecast period, Shoprite is expected to open more stores in urban and rural areas of South Africa, operating these stores under brands in different price segments from budget to premium. The company also intends to expand its non-...

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