

# Stuttafords Holdings in Luxury Goods (South Africa)

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## Abstracts

Stuttafords aims to address changing high-income consumer demands during the forecast period by keeping in close contact with its consumers and adjusting its range accordingly. The company's management has a strong belief in reinventing its brand and positioning in order to ensure continued success. A new Stuttafords boutique will open at the start of the forecast period in Brooklyn, Pretoria, and this aims to increase the company's consumer base. This may well mark a shift in strategy towards...

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