

Takealot Online (Pty) Ltd in Retailing (South Africa)

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Abstracts

Takealot (Pty) Ltd's strategy is focused on becoming the most customer-centric online shopping website in Africa. Built around a concept that puts customers first, the company is expected to continue improving its revenues by launching new product categories and improving the availability of its products and reducing delivery times. The company is expected to consolidate its leading position by continuing to widen the range of products it offers online in order to remain competitive...

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