

Tile & Carpet Centre in Retailing (Kenya)

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Abstracts

Tile & Carpet Centre is targeting Kenya's growing middle-income households with increasingly modern tastes by claiming to offer high quality home and garden products at affordable prices. It also holds a well-known annual sale, a strategy that it is expected to continue to be used going forward.

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Contents

Strategic Direction

Key Facts

Summary 1 Tile & Carpet Centre: Key Facts

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 2 Tile & Carpet Centre: Competitive Position 2014

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