

Woolworths Holdings Ltd in Retailing (South Africa)

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Abstracts

The increasing competition from international players within apparel in South Africa will lead Woolworths to consolidate its position with the opening of new stores positioned on the upmarket trend. The company is therefore expected to open new fashion stores under Australian brands such as Witchery and Mimco. In addition, Woolworths will increase its marketing by moving further into internet retailing thanks to the rise of mobile phones and better internet accessibility in South Africa.

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