

Introduction

The retail sector is undoubtedly one of the most crucial in any economy. Through it, commodities reach the final consumer, and retail businesses act as link between producers or wholesalers and the consumer. Retail takes several forms ranging from stand-alone stores to large scale chains. This report will cover retail in Kenya and present related statistics which will help to paint a picture of the country's performance from a broad perspective. As a middle income economy, Kenya's continued growth depends on several sectors, key among them being retail, and this provides the rationale for examining the state of local retail. The specific focus of the report will be on supermarkets and hypermarkets and their rise to prominence as one of the most important links to the final consumer across the country and across microeconomic income levels. The entity under analysis will be Nakumatt Holdings Limited. The report will cover the supermarket from several angles and include aspects such as its establishment and history, its geographical spread and its product portfolio. Additionally, the report will analyze the supermarket's performance over the years as well as the various levels of risk to which it is exposed in its operations.

(Number of Pages: 10)