The trading results for the group are reported in two main segments, Apparel and Accessories. The Apparel chain: Mr Price, Mr Price Home, Mr Price Kids and Mr Price Sports, which constitutes 73.1% of group sales, grew sales by 5.4% to R13.1 billion, with most retail price inflation of 3.5%. This division’s performance was negatively impacted by an increase in the gross inventories of 8.7%. The division’s merchandise strategy, aided by sophisticated IT technology, internal audit, human resources, group real estate and finance, provided the company with greater insight into the customer’s newness of the brand.

Miladys increased by 36.3% to R310.9 million and cash resources rose to R635.2 million. Comparable sales were 17.9% higher and the division recorded retail selling price inflation of 8.7%. The division's merchandise strategy, aided by sophisticated IT technology, internal audit, human resources, group real estate and finance, provided the company with greater insight into the customer’s newness of the brand.

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Mr Price Home's division maintained its gross profit percentage, the performance was negatively impacted by an increase in the gross inventories of 8.7%. The division’s merchandise strategy, aided by sophisticated IT technology, internal audit, human resources, group real estate and finance, provided the company with greater insight into the customer’s newness of the brand.

Mr Price Sport, a division of FirstRand Bank Limited (a financial services company), has a trading space of 10.5%. The division experienced retail selling price inflation of 3.5%.

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