

Almacenes Éxito SA in Retailing (Colombia)

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Abstracts

The expansion strategy at Colombian level has integrated new stores and included new openings. In Latin America, the company took control of other retailers, which it has accompanied with the creation of an omnichannel platform that incorporates more than 2,600 stores throughout the region. Its integration into Grupo Éxito has allowed it to look for optimisation when negotiating products, seeking new formats, planning the possibility of others such as cash and carry in Colombia, and strengthenin...

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