

Almacenes Exito SA in Consumer Appliances (Colombia)

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Abstracts

Almacenes Éxito SA is focused on becoming an omni-channel company, with plans to expand its e-commerce channel and convenience stores in smaller formats, such as Éxito Express. The company acquired Super Inter in 2014, strengthening its position in discounters along with Surtimax. Almacenes Éxito is planning to increase its presence in the mobile channel, through its Móvil Éxito service, as well as its travel and tourism portfolio. Finally in the financial arena it launched a co-branded credit c...

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