

Arturo Calle in Retailing (Colombia)

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Abstracts

Arturo Calle is the leading apparel specialist retailer, focused on men's clothing and accessories. It is present in the most important cities in Colombia, and it expanded geographically during the last decade. The company is engaged in the modernisation of its warehouses, as its main purpose in the short term is to take the brand overseas through the franchise model.

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