

Cacharrería La 14 SA in Retailing (Colombia)

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Abstracts

Cacharrería La 14 is expanding its geographic coverage, which is very strong in the southwest of the country, in cities such as Cali, Palmira, Buenaventura, Pereira and Manizales. In 2011 and 2012 it reached Bogotá and Armenia. The company also has interests in real estate, and the openings in both cities were made in Calima shopping malls, property of Inversiones La 14. By expanding geographically, the company is posing stronger competition to well-established hypermarkets such as Carrefour.

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