

# Challenger SAS in Consumer Appliances (Colombia)

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## Abstracts

Challenger is focused on expanding its product portfolio and strengthening its new product development and promotional activities in major appliances and consumer electronics. The company is also engaged in the process of strengthening its chain of mono-brand retail outlets, building its business-to-business direct selling to construction companies. After lacklustre results with its launches in small appliances, the company will likely continue to focus on its core categories, which are major ap...

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