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Colombiana de Comercio SA in Consumer Appliances (Colombia)

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Abstracts

Colombiana de Comercio SA owns the major retailing brands Alkosto and Ktronix. The company is focused on expanding its presence nationwide and developing new private labels. The company achieved strong recognition for major brands such as AKT (motorcycles) and Kalley (consumer appliances and electronics) as they are recognised more as innovative brands and less as private labels.

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