

# Colombiana de Comercio SA in Consumer Electronics (Colombia)

<https://marketpublishers.com/r/C45ED2F1D9EEN.html>

Date: August 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: C45ED2F1D9EEN

## Abstracts

Colombiana de Comercio SA is the national brand owner of Alkosto, K-tronix and Corbeta. K-tronix is the electronics and appliance specialist format of Colombiana de Comercio SA and the spearhead of its expansion plan due to its versatility, due to a reduced average size compared to the hypermarket format, Alkosto. K-tronix has experienced dynamic expansion in large and medium cities with stores within and outside of shopping centres. Its strategic direction is aimed at strengthening its e-commer...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Computers and Peripherals, Digital Cameras by Type, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics, Tablets by OS.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Consumer Electronics market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Colombiana de Comercio SA: Key Facts

Summary 2 Colombiana de Comercio SA: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Colombiana de Comercio SA: Private Label Portfolio

Competitive Positioning

Summary 4 Colombiana de Comercio SA: Competitive Position 2016

## I would like to order

Product name: Colombiana de Comercio SA in Consumer Electronics (Colombia)

Product link: <https://marketpublishers.com/r/C45ED2F1D9EEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C45ED2F1D9EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970