

Colombiana de Comercio SA in Consumer Electronics (Colombia)

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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...

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