

# 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 appliance and electronic specialist format of Colombiana de Comercio SA and the spearhead of its expansion plan due to its versatility, thanks to a reduced average size compared to the hypermarket format, Alkosto. K-tronix has seen a very dynamic expansion in large and medium cities with stores within and outside of shopping malls. Its strategic direction is aimed to strengthen the e-commerce...

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