

Falabella de Colombia SA in Retailing (Colombia)

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Abstracts

2016 generated a remarkable change in the directional strategy of the company in Colombia, to be able to face the increasing price of the US dollar, which forced the company to increase the prices of its imported products. Falabella has decided to invest in Colombian retailing and import from countries with which Colombia has signed free-trade agreements when it is unable to supply national demand. Thus, the company is strengthening its production in the country with clothing and home products,...

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