

Foto del Oriente Ltda in Consumer Electronics (Colombia)

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Date: January 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: FCFF35D5733EN

Abstracts

Foto del Oriente Ltda is the national brand owner of Foto Japon. The company has been affected by the rise of digital photography, as its core business was the development of photographic films. It has therefore undergone a deep process of change. The retailer closed its smallest stores and retained larger outlets to sell a wider range of products, such as computers, televisions, toys, appliances, games, consoles and accessories. It remains one the most important Canon distributors and has...

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