

# Foto Japón in Consumer Electronics (Colombia)

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## Abstracts

Foto Japón, through technological changes, particularly in the photography business, with the advent of digital photography is no longer exclusively dedicated to selling rolls of film, cameras and lenses. The company decided to change its purpose and use its supply chain of more than 200 stores in the country to market a number of other products such as computers, televisions, appliances, games, consoles and accessories.

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