

# Iván Botero Gómez SA in Consumer Electronics (Colombia)

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## Abstracts

Ivan Botero has been operating in Colombia for over 40 years. It is focused on improving the quality of the Colombian household through the sales of household products. The company is also focused on servicing even the most remote areas in Colombia. Its pillar is its employees as it firmly operates under the mantra, Las empresas nunca serán más grandes que las personas que la conforman (The company will never be more important than the people who make it). IBG is the company's private label...

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