

# Ivan Botero Gómez y Cia EU in Consumer Electronics (Colombia)

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## Abstracts

Ivan Botero Gómez evolved over 40 years from a single-outlet independent electronics and appliance specialist retailer to be a chained company. During its long history, the company has been able to open more than 80 stores in Colombia with emphasis in small and medium-sized cities. The company has its own private label which is imported and also has the facilities to manufacture furniture and mattresses. The company is focused on assuring its regional presence with large and small outlets. Its...

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