

Koba Colombia SAS in Retailing (Colombia)

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Abstracts

Koba Colombia SAS has become a strong competitor with its D1 brand of discounters, which sells national and imported products of high quality at very low prices, and since its creation in 2009, has nearly tripled its sales and participation in the market. However, its expansion plans continue to seek to expand its coverage in the country. The strategy to achieve this is based on an operation with low prices by applying a policy of cost reductions in areas such as logistics, staff, transportation...

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