

# Panamericana Librería & Papelería SA in Retailing (Colombia)

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Date: December 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PE4A3957D87EN

## Abstracts

Panamericana is an established chain and leader in stationers/office supply stores, whose central management strategy is to offer a broad portfolio of stationery for all ages, both for office and school activities. In addition to this, it offers technology products, furniture, art, decoration and toys, under the concept that all of them are a part of what is required to work in an office or are useful for school; therefore, it includes advice on the purchase and use of the products it sells. Its...

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