

Aditec Cakrawiyasa PT in Consumer Appliances (Indonesia)

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Abstracts

When the economic recession began in 1997, Aditec Cakrawiyasa PT decided to focus on appliances with more affordable prices. The strategy succeeded in bringing the company back into competition within consumer appliances, in particular freestanding hobs. The Quantum brand was awarded Top Brand from a marketing magazine in Indonesia for five consecutive years. The brand was widely known for its affordable price and high quality, and saw an increase in share in 2014. In order to maintain its...

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