

Amindoway Jaya PT in Home Care (Indonesia)

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Abstracts

Amindoway Jaya PT sells products under the brand Amway. However the brand is more well known for multilevel marketing products sold through members of the business. Only the brand SA8 for concentrated powder and liquid detergent are sold through retail channels in Indonesia. Besides homecare products, the company distributes a range of other product lines in personal care, cosmetics, home technologies and nutrition. It differentiates its product by entering niche markets and creating new...

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