

Arwana Citramulia Tbk PT in Home and Garden (Indonesia)

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Abstracts

To gain further share in the increasingly saturated ceramics industry, Arwana Citramulia Tbk PT is expected to continue to invest in promotional activities in existing outlets and expand its distribution network to reach areas beyond Java where there is strong demand from the key target group of middle-to-lower-income consumers. New product launches such as new sizes and new models of tiles that follow the latest trends will contribute to growth over the forecast period.

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