

# Asahi Indofood Beverage Makmur PT in Soft Drinks (Indonesia)

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## Abstracts

Asahi Indofood Beverage Makmur PT – better known as AIBM – has the ambition to expand its operations within soft drinks in Indonesia by targeting a broader consumer base, such as females, through products with a stronger health positioning including low calorie, low sugar products. Its establishment of a factory in 2015 aims to ensure the company meets those objectives. Given the rising health awareness among Indonesian consumers, the company has good potential to grow well in the future.

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