

Bali Hai Brewery Indonesia PT in Alcoholic Drinks (Indonesia)

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Abstracts

As the third leading beer player over the review period, Bali Hai Brewery Indonesia PT is expected to continue highlighting its traditional brewing method to position itself as a niche product in the forecast period. This is done in a bid to differentiate itself from its direct competitors, Bir Bintang from Multi Bintang Indonesia Tbk PT and Anker Bir from Delta Djakarta Tbk PT. As a relatively smaller player compared to its competitors, the company will continue facing the challenge of improv...

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