

Berca Sportindo PT in Apparel (Indonesia)

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Abstracts

During the forecast period, BercaSportindo aims to expand within Indonesia – primarily towards eastern Indonesia – as well as overseas. Already exporting its products to the UAE and Singapore in 2012, the company plans to enter the European and US markets, through opening offices in London for its European hub and San Francisco for its US hub. Domestically, the company aims to have the sales from eastern Indonesia region contribute up to 30% of its revenues, with stores opening in cities such...

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Contents

Strategic Direction

Key Facts

Summary 1 Berca Sportindo PT: Key Facts

Company Background

Production

Summary 2 Berca Sportindo PT: Production Statistics 2012

Competitive Positioning

Summary 3 BercaSportindo PT: Competitive Position 2012

Internet Strategy

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