

# Binacitra Kharisma Lestari PT in Apparel (Indonesia)

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## Abstracts

BinacitraKharisma Lestari has a good presence in the fragmented apparel market in Indonesia, however, it still sees a lot of room for growth and aims to strengthen its value share by improving its product availability in more regions in Indonesia. It will do this by operating in more distribution channels and by opening more of its own stores. Its longer-term strategy of increasing its exports is not being pursued due to the tougher global economic situation compared to the domestic market. It...

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