

# Cahaya Sakti Multi Intraco PT in Home and Garden (Indonesia)

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## Abstracts

Part of Olympic Group, Cahaya Sakti Multi Intraco PT is set to further penetrate furniture sales from modern grocery retailers such as hypermarkets, in addition to products distribution to small homewares specialist stores. More new product designs with modern minimalist look and yet functional will be its strategic direction to appeal middle to lower income consumer groups who are its main target market in Indonesia. At the back-end supporting line, the company is planning to increase...

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