

Catur Sentosa Adiprana PT in Home and Garden (Indonesia)

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Abstracts

Leveraging strong growth momentum of home improvement, Catur Sentosa Adiprana demonstrated high growth revenue across the review period. The company still primarily focusing on its distribution business, also expanded further through its modern retail business with Mitra10 and Aria (SB Furniture). Modern retailing accounted for 22% share of its total revenue by 2011. It was up to 24% of its total revenue in 2012 and is expected to increase further in the future capitalising on the expansion of...

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Contents

Strategic Direction

Key Facts

Summary 1 Catur Sentosa Adiprana PT: Key Facts

Summary 2 Catur Sentosa Adiprana PT: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 3 Catur Sentosa Adiprana PT: Competitive Position 2012

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