

Djarum PT in Tobacco (Indonesia)

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Abstracts

Djarum seeks to continue expanding its presence internationally and domestically over the forecast period. With the ban on promoting the brand/logo/image of tobacco products during sponsored events in Indonesia, Djarum's marketing activities are expected to be disrupted. Below-the-line marketing activities will become the company's key focus. In the local marketplace the company is expected to be more aggressive in sponsoring various sports and music events, giving scholarships and holding leade...

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