

# Eigerindo MPI PT in Personal Accessories (Indonesia)

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## Abstracts

One of the strategies being applied by Eigerindo MPI PT is to expand and retain customers by establishing the Eiger Adventure Club. This community's outdoor, gathering and sharing activities have always been done by Eiger management for its customers. Eiger Adventure Club has always supported activities related to the outdoors. For example, competitions for hiking, rafting, rock climbing, education and school SAR and mountaineering are held by organisational nature lovers (such as Wanadri), stud...

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