

Erajaya Swasembada Tbk PT in Consumer Electronics (Indonesia)

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Date: August 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: E1CEF29A7F8EN

Abstracts

Erajaya Swasembada Tbk PT (Erajaya) aims to be the leading electronics and appliance specialist retailer in Indonesia over the forecast period. Following its store openings in 2016, the company is expected to open more new stores in the short-term period, such as iBox Flagship Store, Erafone Megastore and Urban Republic, which were targeted to be open in the first quarter of 2017, in various shopping malls in Jakarta and its surrounding vicinity. Aside from store expansion, the company is also p...

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