

Fashion Eservices Indonesia PT in Apparel and Footwear (Indonesia)

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Abstracts

Through the Zalora brand in apparel internet retailing, Fashion Eservices Indonesia is expected to add more apparel and footwear brands to its online store. Furthermore, the company is likely to offer cash on delivery as a method of payment in more cities in Indonesia. Unlike prior to 2013, when the company only advertised via the internet, radio and printed media, it plans to start advertising via national television in the short term.

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