

Global Fashion Indonesia PT in Apparel (Indonesia)

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Abstracts

Global Fashion Indonesia has good presence in the domestic market of footwear with its Eagle brand, and over the forecast period the company aims to broaden its consumer base with the most recent focus being the teenager age group. The company's attempt to revive its presence in Indonesia may succeed as it has stepped up its activities in social media and online platform on the whole to improve its brand awareness which waned going into the review period.

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