

Gramedia Asri Media PT in Retailing (Indonesia)

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Abstracts

The company will continue its multi-channel strategies of store-based or internet retailing through the Gramedia brand. In the increasing demand for imported books of English written literature catering to the premium market, the company will also continue expanding its Trimedia outlets primarily across major cities. Through increasing product offerings, Gramedia Asri Media is likely to retain its leading position not only in media products stores, but also in leisure and personal goods...

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