

# Gunung Slamet PT in Hot Drinks (Indonesia)

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## Abstracts

Gunung Slamet PT has the potential to maintain its leadership in tea over the forecast period, despite growing competition from competitors such as the multinational player Unilever Indonesia Tbk PT. Unlike Unilever's strategy of promoting Sariwangi through above-the-line advertising campaigns and its focus on urban consumers, Gunung Slamet has chosen to invest in below-the-line advertising campaigns instead, targeting consumers who appreciate tea in the smaller cities of Java.

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