

Hadinata Bros PT in Home and Garden (Indonesia)

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Abstracts

Through its Ligna brand, the company is expected to remain the leading furniture vendor to Indonesia sustained by an extensive distribution network throughout the archipelago. Continuous product development is anticipated in order to meet the latest trend of home furnishings. With production sourced domestically, the company has also been able to gain competitive advantage over pricing especially in the midst of a growing number of international brands.

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