

# Hero Supermarket Tbk PT in Home and Garden (Indonesia)

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## Abstracts

Ikea is a home and garden company and retailer giant that is based in Leiden, the Netherlands and which mainly specialises in home furnishings and homewares goods and services. Ikea officially opened in Indonesia on 15 October 2014. Up until then, Ikea only had one store in Indonesia, which is located in Alam Sutera, Tangerang, Banten. Ikea is not considered to be one of the major players in the home and garden industry in Indonesia as yet. Although its sales in Jakarta are massive, it only has...

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