

Indomarco Prismaatama PT in Packaged Food (Indonesia)

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Abstracts

Indomaret aims to become a one-stop shopping solution in a selling space of less than 200 sq m per outlet. In the forecast period, Indomarco Prismaatama PT is expected to continue adding several new products other than groceries such as fresh bakery products and hot drinks. The company will also implement information technology such as digital transactions by mobile phone in more Indomaret outlets in the country. In terms of outlet expansion, the company has the potential to continue opening new...

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