

Joenoek Ikamulya PT in Home Care (Indonesia)

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Abstracts

Over the forecast period, Joenoek Ikamulya is expected to intensify efforts in product innovations so as to garner a stronger value share in home care through ensuring an advanced product portfolio that can answer consumers' evolving needs. Expansion in distribution will also be another key focus for the player so that it can better compete with leading home care players through easing consumers' access to its products.

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