

Keramika Indonesia Assosiasi Tbk PT in Home and Garden (Indonesia)

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Abstracts

Despite facing troubles caused by material and energy price increases in 2014, Keramika Indonesia Assosiasi Tbk PT (KIA) is expected to continue promoting and expanding its distribution network. To gain a greater share in the increasingly saturated ceramics industry, it will continue to invent new designs and new sizes to attract more consumers, while keeping its costs low by using alternative raw materials and better weight and glaze composition.

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