

Kids & Play UD in Toys and Games (Indonesia)

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Abstracts

In the near future, Kids & Play UD plans to expand its production capacity in order to fulfil the increasing demand for its products, relevant to its rising popularity. It also expects to enlarge its market share so it can cover other major cities in Indonesia, especially in Java. This company also plans to continue to focus on the safety of the products as well as maintain its competitive pricing.

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