

Martha Tilaar Group in Beauty and Personal Care (Indonesia)

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Date: September 2015

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: M3BA92E1AD9EN

Abstracts

Looking forward, the Martha Tilaar Group is set to strengthen its brand prominence on a domestic level through increased investment in its promotional and marketing efforts. Contending with the influx of international players, the company is likely to engage in aggressive marketing in a bid to propel its consumer demand. Furthermore, the company plans to further expand its spa care business network over the forecast period, as the segment holds huge opportunity of growth with the rising...

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Contents

Strategic Direction

Key Facts

 Summary 1 Martha Tilaar Group: Key Facts

Company Background

Production

Competitive Positioning

 Summary 2 Martha Tilaar Group: Competitive Position 2014

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