

Maspion PT in Consumer Appliances (Indonesia)

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Abstracts

Maspion is part of a larger group with various business interests, of which consumer appliances is only one. The company, however, is still expected to consider consumer appliances as one of its core areas in the forecast period. Maspion is expected to continue focusing on cost reductions and the vertical integration of the company. Its volume share in consumer appliances is expected to continue increasing in the forecast period, thanks to the company's extensive distribution coverage, wide...

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