

Matahari Putra Prima Tbk PT in Retailing (Indonesia)

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Date: March 2015

Pages: 4

Price: US\$ 572.00 (Single User License)

ID: M9C7C4B6F34EN

Abstracts

The company, through its Hypermart, Boston Health & Beauty and Foodmart brands will continue to seek potential sales, primarily outside of Java over the forecast period. With continuous store expansion and renovations, improved supply chain and information technology, as well as solid teamwork of human resources, the company expects to increase its share. Leveraging the Hicard and Mandiri Hypermart cards, frequent promotion programs are also expected to generate more loyal consumers to its...

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