

Megasari Makmur PT in Home Care (Indonesia)

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Abstracts

Megasari Makmur is expected to focus on product innovations in home care over the forecast period as it aims to compete more aggressively via better aligning with consumers' evolving needs. The player also seeks to expand its distribution network across Indonesia so as to allow more consumers to access its products and in turn, to help strengthen its foothold in home care.

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Contents

Strategic Direction

Key Facts

Summary 1 Megasari Makmur PT: Key Facts

Competitive Positioning

Summary 2 Megasari Makmur PT: Competitive Position 2015

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