

Mitra Adi Perkasa Tbk PT in Retailing (Indonesia)

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Abstracts

During the forecast period, Mitra Adi Perkasa Tbk PT (MAP) is expected to continue introducing new premium retail brands by engaging in strategic alliances with international fashion and lifestyle brands, as well as childrenswear and sporting goods. This is in line with the company's vision of being Indonesia's top retail marketing company for premier lifestyle brands and high-quality products. Furthermore, the company is expected to focus on its internet retailing strategy over the forecast per...

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