

Mitra Adi Perkasa Tbk PT in Toys and Games (Indonesia)

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Abstracts

Going into the forecast period Mitra Adi Perkasa is expected to continue to introduce new premium retail brands, by engaging in strategic alliances with international fashion and lifestyle brands, as well as children's apparel and sports goods brands. However, in toys and games the company will continue to maintain its existing brand, Kidz Station, and is unlikely to introduce a new brand for traditional toys and games stores over the forecast period. In addition to major cities, the company is...

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