

Monica Hijau Lestari PT in Beauty and Personal Care (Indonesia)

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Abstracts

Moving forward, Monica Hijau Lestari PT is expected to expand the distribution network of its brand The Body Shop across the country, thereby strengthening the company's image. Owing to rising disposable incomes and an increasing number of working women, strong growth in beauty and personal care is expected as a higher number of Indonesians perceive these products as a necessity. Monica Hijau Lestari plans to invest heavily in its marketing campaigns and customer relationship management by lever...

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