

Mowilex Indonesia PT in Home and Garden (Indonesia)

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Abstracts

Mowilex Indonesia PT will continue making heavy investments in promotions, especially below-the-line activities targeting the distributors, retailers and consumers. The company is likely to continue promoting itself on social media, such as Twitter, Facebook and YouTube. The company plans to maintain its existence by serving the upper-income consumers, but also the growing middle-income class. Decorative paint will continue as the backbone of the company over the forecast period. Within the...

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