

Multi Bintang Indonesia Tbk PT in Alcoholic Drinks (Indonesia)

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Abstracts

With Permendag No 06/M-DAG/PER/1/2015 in place, Multi Bintang Indonesia Tbk PT is expected to increase the contribution of its non-alcoholic drinks brands, focus on distribution in on-trade channels and diversify its product portfolio to reduce reliance on beer, as the company is planning to launch Strongbow cider over the forecast period.

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Contents

Strategic Direction

Key Facts

Summary 1 Multi Bintang Indonesia Tbk PT: Key Facts

Summary 2 Multi Bintang Indonesia Tbk PT: Operational Indicators

Competitive Positioning

Summary 3 Multi Bintang Indonesia Tbk PT: Competitive Position 2016

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