

Mustika Ratu Tbk PT in Beauty and Personal Care (Indonesia)

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Abstracts

Looking ahead, Mustika Ratu is set to explore and expand into other areas of beauty and personal care. Contending with fierce competition from both international and domestic players, the company is likely to step up its marketing efforts in a bid to improve its brand differentiation. Additionally, in response to the head-on confrontation with its biggest rival, Martha Tilaar, it is likely to explore other new areas in beauty and personal care with an aim to capitalise on the untapped...

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