

Optik Melawai Prima PT in Eyewear (Indonesia)

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Date: July 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: OFB47CFAC8FEN

Abstracts

Optik Melawai Prima opened a new outlet in Cileungsi, West Java, in May 2016. The store is located inside a shopping centre, and has a large square meterage in a prime location, enabling its products to be displayed well. It implemented a new, open store concept, allowing consumers to browse freely. It also has a clear and simple pricing format, making the store highly suitable for younger people. Unfortunately this location was still not equipped with enough equipment at the end of the review p...

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