

Paragon Technology and Innovation PT in Beauty and Personal Care (Indonesia)

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Abstracts

Looking ahead, the company plans to expand its product portfolio to attract male consumers by hiring a local celebrity male singer as its new brand ambassador. The company's focus on halal-certified products is likely to provide a competitive edge.

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Contents

Strategic Direction

Key Facts

Summary 1 Paragon Technology and Innovation PT: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Paragon Technology and Innovation PT: Competitive Positioning

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