

Petersaysdenim PT in Apparel (Indonesia)

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Abstracts

Petersaysdenim established its presence in Indonesia through internet sales. Its goal of being successful outside Indonesia was reached and it is more confident to enter the Indonesian market. In 2012, the products are available in clothing retail outlets and in retailers in the traditional market (through Pusatgrosir). With the foreign-sounding brand name as well as sales of its products overseas, the company is confident that it can attract Indonesian customers. The company is expected to...

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