

Procter & Gamble Indonesia Tbk PT in Luxury Goods (Indonesia)

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Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P37C0E6F252EN

Abstracts

The company is well-known more in its positioning in home care, hygiene and personal care products for mass market consumers. Up until 2011, Procter & Gamble Indonesia PT was not involved in any production activity until it announced the investment of establishing manufacturing facilities for its Pampers brand with an estimated cost of US\$100 million, which is expected to be completed in 2013. The commitment is seen as a strategic move of the company to increase its commitment for further...

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