

PT Hatson Surya Electric in Consumer Appliances (Indonesia)

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Abstracts

The retailing brand Hartono Elektronika was opened firstly in Surabaya, East Java and then opened several more outlets in the city. Hatson Surya Electric PT launched an outlet in Jakarta in 2013, to compete with other electronic specialist retailers. The company is predicted to open more outlets in Jakarta and other big cities over the forecast period, in order to maintain competition with other electronic specialist retailers and increase value share.

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