

Sanken PT in Consumer Appliances (Indonesia)

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Abstracts

Sanken proved to be successful in dealing with economic crisis back in 1998. The same strategies were also applied during the global economic crisis in 2008 and 2009, in order to maintain the company's position in the domestic market. These strategies included assisting the dealers when they found it difficult to pay for stock. The company also aims to expand its distribution network in a cost-effective way, such as by taking over many branch offices which have been shut down by competitors. As...

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