

# Santos Jaya Abadi PT in Hot Drinks (Indonesia)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S50840519CCEN

## Abstracts

Domestically, Santos Jaya Abadi PT is expected to focus more on premium product launches for its coffee brand, especially to target the emerging middle class in Indonesia. In addition, the company is also likely to further develop its overseas business, to strengthen its operations in countries such as Malaysia.

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## Contents

Strategic Direction

Key Facts

Summary 1 Santos Jaya Abadi PT: Key Facts

Competitive Positioning

Summary 2 Santos Jaya Abadi PT: Competitive Position 2016

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