

Sayap Mas Utama PT in Home Care (Indonesia)

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Abstracts

Sayap Mas Utama PT is expected to continue leading home care in Indonesia throughout the forecast period due to its wide range of product lines across various categories. The company has the potential to continue investing heavily in promotions and marketing activities as well as in new product launches during the forecast period, including products with novel fragrances and value-added benefits. The company is also expected to continue focusing on building its distribution network in order to b...

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