

Sinar Harapan Plastik PT in Toys and Games (Indonesia)

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Date: September 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: SE043545BDBEN

Abstracts

Previously Sinar Harapan Plastik PT (SHP) focused on producing plastic ride-on vehicles for sale domestically. Over recent years, the company has been working to expand sales through exporting to counties in the Middle East and South America, where great demand exists for plastic toy product lines. Benefitting from the new SNI regulation, SHP hopes the increased credibility will enable it to enter export markets and increase its production capacity.

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