

Smartfren Telecom Tbk PT in Consumer Electronics (Indonesia)

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Abstracts

Going into the forecast period, Smartfren Telecom Tbk PT (Smartfren) is expected to continue providing affordable 4G smartphones in order to reach more middle- to low-income consumers. It is likely to offer bundling promotion, where consumers buying Samsung or Motorola mobile phones with a Smartfren number can get certain internet data plans free or at affordable prices.

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Contents

Strategic Direction

Key Facts

Summary 1 Smartfren Telecom Tbk PT: Key Facts

Summary 2 Smartfren Telecom Tbk PT: Operational Indicators

Competitive Positioning

Summary 3 Smartfren Telecom Tbk PT: Competitive Position 2017

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