

# Sumber Alfaria Trijaya Tbk PT in Retailing (Indonesia)

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## Abstracts

During the forecast period, Sumber Alfaria Trijaya Tbk PT (SAT) aims to continue expanding its outlet network in Java as well as outside of Java. With its latest distribution centres in Bali, Klaten, Makassar and Balaraja, as well as new offices in Malang and Bandung, the company plans to open new stores outside Jabodetabek, which refers to Jakarta and its surrounding vicinity. With the company's recent aggressive activities in promoting its online retailer, Alfaonline, in addition to its collab...

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