

# Sumber Kreasi Cipta Logam PT in Personal Accessories (Indonesia)

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## Abstracts

Sumber Kreasi Cipta Logam PT is an independent company, which operates jewellery stores with the Julia Jewelry brand in all parts of Indonesia. The firm was established by Johnny Salmon as a private company, and expanded under a franchise system until 2011. By 2011, the company had 40 outlets with the majority operated through franchise. However, it changed its selling strategy by expanding under its own management in late 2011. Outlets opened in 2012 were directly owned and managed by the compa...

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