

Suryamas Mentari PT in Home Care (Indonesia)

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Abstracts

As the pioneer and the leader in naphthalene balls, products categorised under other home insecticides known as kapur barus or kamper in local parlance, Suryamas Mentari PT constantly strives to improve its volume and value sales, an approach which is expected to continue being seen during the forecast period. In addition to concerns relating to the quality of its products, the company also aims to improve its distribution networks and invest heavily in below-the-line marketing strategies such a...

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