

# Tirta Alam Segar PT in Soft Drinks (Indonesia)

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## Abstracts

Tirta Alam Segar PT is expected to continue being active with new product launches in more soft drinks categories in Indonesia over the forecast period. The company's strategy will remain consistent, in terms of launching products at affordable pricing targeted at low- to mid-income consumers.

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## Contents

Strategic Direction

Key Facts

Summary 1 Tirta Alam Segar PT: Key Facts

Competitive Positioning

Summary 2 Tirta Alam Segar PT: Competitive Position 2016

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